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Developing a Mail-Order Market Overlooked by Big Houses

By Jacob Rubel

General Manager of the Standard Mail-Order Company, New York

HE idea which has, within four years of its real start. built a seven-acre thirteen-story business home for itself in New York came to me seven or eight years ago at the time I was buyer for a large mail-order house on the Pacific Coast. That house made an occasional specialty of picking up bargain lots of women's wear of all sorts, dress materials, feathers, etc., and selling them by mail at a very low price, lower even than the big mailorder houses of the East could do, simply because they were the job lot odds-and-ends with which the big houses would not and could not bother. I had been in New York for five years to buy for the Western house, nad I got to wondering if the same kind of business could not be carried on by mail to even better advantage in the East, closer to the big textile mills; and not spasmodically, but as a regular thing.

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I came to the conclusion that it could, and subsequently severed my connection with the Coast house, came to New York, took a partner and started in to develop the idea. The business immediately showed that we were on the right track, but internal troubles made success impossible and the partnership was dissolved. Four years ago I started afresh with new capital, and the business has since grown by leaps and bounds.

That, in brief, is the history of this company. Its chief value to advertisers, especially those outside of the catalogue field, lies,

I suppose, in the story of the way we discovered the size of this big new market by developing it. The older catalogue houses apparently did not know it existed. It has surprised even us to find it so large.

CONTINUOUS GROWTH NORMAL

And yet are not new markets, is not continuous growth among the normal possibilities of practically every business? Are not most of us limiting our activities by neglecting to study the possi-When a manufacturer bilities? considers his product good enough, his price fixed forever, his selling scheme unimprovable and the demand known and reached, he is actually perfecting plans to remain small. Those of us who want to get on have got to keep looking around, asking questions, reading what the other fellows are doing and experimenting continually at every point. People always want better and cheaper goods and better treatment,-and right here is a demand that is inexhaustible. Thousands of business men are sleeping over gold mines and don't know it Or, worse still, they are digging gravel out of gold mines and neglecting the gold. They can see it when their competitors show them. Why won't they discover the rewards which await them for themselves?

I realized at the very outset that it would have been an impossible undertaking for us to have met the old mail-order houses on their own ground without the invest-

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ment of more capital than we

were willing to use.

The principle underlying all other mail-order houses is buying in large quantity and getting quantity prices. The larger the quantity the lower the price. And naturally the longer the selling period the larger the quantity. The periods in the mail-order business are normally six months long, because that is the length of the life of the mail-order catalogue; naturally there must be stock enough in sight to fill all orders during the six months. It would be more economical if the houses could issue the catalogues once a year, but the styles change oftener than that, so that is im-

To practicable. get out catalogues quarterly or oftener would double or treble the cost of doing so at the very There is least. another obstacle. moreover -buying for a two months' or three months' demand could not be so economically done as buying for six months.

HOW BUYING IS

These big houses bought as low as the mills could economically produce their goods, sometimes for less. But there is always a certain percentage of product that mills, even some of the mills selling to mail-or-der houses, have to dispose of at a nominal figuremill-ends, odd which lots on the style has changed, or orders which have been thrown back on their hands. There is no regular market for them and they are picked up almost at random, sometimes in very small lots at varying prices, and reach the consuming public after going through several hands and having several profits tacked on to them.

We had the idea that there was a mail-order market in the small towns and rural districts that the big houses were hardly touching, but that could be reached by these bargain offerings of suits at, say, from \$5.00 to \$10, hats at 50 cents upward, raincoats at \$2 upward, and so on. It is true that the supply of such goods is limited. We couldn't promise them

as staples. might be able to get only enough dress goods for, say, 3,000 gar-ments of one style. But we could get around that by issuing a catalogue at briefer periods than six months. This was practicable for us because our line was naturally a short one; we intended to stick to those lines in which we had had experience.

Starting with this idea of carrying on a sort of department store bargain - counter by mail, buying where we could and closing each number out 28 soon as possible. without attempting to replenish the stock in it, we found it necessary to issue o u r catalogue every six weeks. But we do not call it a catalogue. We call it





EXAMPLE OF LATEST COPY

"Everybody's will not print anything which it suspects may harm its readers in morals, health or pocketbook."

This nine-year old slogan is a guarantee to readers that they may trust every advertisement in Everybody's.

And more than that-

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it, ecue ue ks. not tait It is also a guarantee to Everybody's advertisers that there will never be anything objectionable in Everybody's editorial pages that could lessen the value of their advertising message to Everybody's readers.

Remember that the value of your salesstory depends a great deal on what the medium carrying it means to the reader.



600,000 Guaranteed Average Monthly Net Circulation

The Ridgway Company, New York

our Bargain Bulletin. This gets the customer away from the idea that it is to be consulted in a leisurely sort of way, and brings up to the front of her mind the suggestion that she had better order at once if she wishes to make sure of her bargain. It would not be wise to crowd her or make her doubtful as to her being able to get the goods after she had sent for them, but nevertheless, we want her to realize that after all, it is bargains and not staples that we are advertising.

LOW COST OF BULLETIN

The bulletin costs us less than 3 cents, deposited in the mails. We get it out four times at a cost of less than 12 cents, while the older mail-order house is getting its out once at a cost of from 40 cents to a dollar and more. Ours is printed on very cheap paper in two colors, on a rotary press, and is going out now in editions running into the millions. It has a cheap appearance, but it goes to people to whom a saving in the price of the goods is more of a consideration than the styles in the catalogue. And we defend the cheapness of the bulletin and emphasize it in our direct advertising on those grounds.

tising on those grounds.

We began, of course, in a much smaller way, but with the same conception as now At first I did all the buying myself. Later I added buyers and trained them. They visit all the mills and keep their eyes open for all bargains in whatever quarter. Now that we are fairly established and better known, the bargains are be-

ginning to come to us.

Starting, then, in a small way, we began to advertise in the mail-order list of papers and gradually increased the space. We now take columns in many of the list and are planning for larger space for next year. The list has also been extended until it includes a few magazines. Our appropriation this year will be 50 per cent larger than last year. The full list is as follows:

Mother's Magazine, Pictorial Review, Modern Priscilla, People's Home Journal, People's Popular Monthly, Ladies World, Home Life, Housewife, Woman's National Weekly. To-day's Magazine, Comfort, Vickery and Hill Trio, Needlecraft, Household Journal, Christian Herald, Boyce's Weeklies, Park's Floral Magazine, Farm Journal, Successful Farming, Twentieth Century Farmer, Farm and Home, Missouri Valley Farmer, Farmer's Wife, Farmer's Mail & Breeze, and Nebraska Farm Journal.

In the beginning, and up to this time, our copy has been just about the same, straight mail-order copy. But realizing that the bulletin itself has selling power, we have given more prominence to it in the new advertising, and have increased the advertising space in order to secure that ob-This larger space also enject. abled us to use larger type in a large part of the ad, making it more readable and attractive, We are thus getting away from the conventional mail-order "ad" in the direction of general publicity. We may never reach the full degree that Montgomery Ward & Co. have in their remarkable and, I understand, profitable series of ads, but it is entirely probable that after we have reached the larger part of our chosen field and have won the confidence of the women in it, it will be more profitable for us continually to direct their attention to the book rather than to sales leaders.

The Montgomery Ward experiment of abandoning price and emphasizing "standing," "integrity" and "business honor" as selling arguments seemed a hazardous one, but it is in line with what numerous big department and chain stores are doing in various parts of the country, and they seem to be succeeding. We are not ready yet to take that final step, but we shall perhaps come to it in time and drop style cuts and prices in favor of more inviting and mem-

orable display.

Our business is conducted on a strictly cash-with-the-order basis. When the order has been filled—and we receive about 25,000 pieces of mail a day, we send the customer a copy of the bulletin and a



this is what Haines said

Although we are at present only midway in our campaign in the CHICAGO TRIBUNE, you will be interested in knowing some of the results we have obtained from it.

results we have obtained from it.

You will recall that our original objection to such a campaign was the small percentage of the newspaper reading public who are buyers of illustrations and engravings—at the best not more than 5%. We are in a position to state, however, that reaching the 5% has paid, exclusive of the good will of hundreds of non-buyers who may some day be buyers.

Direct orders which we can trace to the influence of these ads have paid for their cost. In the engraving industry, where direct results are seldom looked for, this is more than satisfactory.

One of the noteworthy features has been the wide variance in the kind of men reached. A butter manufacturer; a real estate concern and a buyer of standing timber were a few of the inquiries which resulted in business for us.

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business for us.

Very truly,

MARK P. HAINES,

Advertising Manager,

Barnes-Crosby Company.

about his BARNES-CROSBY campaign in

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Eastern Advertising Offices: 1207 Croisic Building, 220 Fifth Avenue, New York City

letter asking if she desires us to put her name on our mailing list to receive the bulletin regularly. Unless she replies in the affirmative, we do not keep the name on our list, and we do not follow up the inquiry further. We figure that she is receiving sufficient prompting from the bulletin, and our advertisements, and can always reach us if she wants to. Each order blank that goes out asks the customer for the names of friends. We circularize each of these names once with a bul-

GUARANTEE IS COMPLETE

It will be noticed that our guarantee occupies a prominent place in our advertising. It is a complete protection for our custom-ers. We have no adjustment department and never question any complaint. Any dissatisfaction is adjusted by giving the customer exactly what she asks for. 'We did not adopt this policy until recently. It is a new thing generally in business, a matter of the last two years only, and only a few houses have had the insight and courage to adopt it. You know, Sears, Roebuck & Co. never refer to any order below a certain amount in the event of a complaint. What is the use when one does not intend to make any dispute about it? It would be far more expensive to maintain an adjustment department than to be duped occasionally. I know we cannot lose \$150 a year, if that much, by having people impose

We did not take this attitude at first. It had not been settled until quite recently. A woman out West wrote in one day complaining that a raincoat we had sold her had leaked after she had worn it for almost a year, and had spoiled an evening dress.

"Well, what are you going to do?" asked one of my associates. "Write and ask her what we shall do about it," I answered.

"But she may want damages for the dress, too. Supposing she says she wants \$50?" "What better advertising could we get?" I said.

But when we wrote, she an-

swered that the damage to the dress really amounted to nothing, and that she simply wanted a small allowance to be applied to the purchase of a new coat. The fact that we were perfectly willing to live up to our guarantee, and even more, disarmed her. She will be our friend and patron. for life if we do nothing to abuse her confidence. That is the guarantee question in a nutshell: if you are willing to live up to the guarantee you are not called upon to do so to a disagreeable extent.

The outlook for mail-order business is very bright. People are becoming more and more accustomed to use the mails for their shopping. The institution of the parcel post has, of course, helped little. Naturally ways and means of getting the business will be studied with greater closeness by mail-order houses. I think we shall see great changes in mail-order advertising, a movement towards larger space and general publicity. All other kinds of advertising will be influenced and will doubtless influence mailorder advertising in turn, as it has already been doing. I am impressed with the necessity for studying it all very closely. are still a young house and our methods have not crystallized. We are still experimenting and I suspect there will always be a place for experimentation in the organization. At some time or other, perhaps in the near future, we shall probably have to face the question whether we shall in-crease our lines, the size of the catalogue and hence the costs. At present there is still room for growth in our present methods, so we shall not change till we feel the need of changing.

Our agency relations are particularly pleasant and successful. I leave to our agents the sole choice of the publications to be used and the space in each. find they can do this work better than I can. We prepare all our own copy, as we can do this better than they can. Thus we work along harmoniously, and as our campaigns have all been mod-erately successful, I think the ar-

rangement a good one.

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MR. ROOSEVELT'S

4,000-mile trip of adventure and research through the jungles of South America will appear only in SCRIBNER'S.

Says the New York Sun: There are several Theodore Roosevelts, but he is never more attractive than when he leaves civilization and controversy behind him to plunge into the wilderness and enjoy it as a naturalist, lover of scenery, and sportsman. No living American can be better qualified to explore the wilds of South America and to describe its flora and fauna and its savage and tremendous scenery with a sympathetic and kindling interest than Theodore Roosevelt.

Unfair Competition by Means of Advertisements

By E. S. Rogers

Of the Chicago Bar. Lecturer at the University of Michigan.

'HE question of deceptive advertising is one which has received a great deal of attention from the courts. A complainant's advertisements are always scrutinized where the defense is raised that he does not come into court with clean hands, and it is the law that material and substantial false statements concerning a business or a product, for which the protection of a court of equity is sought, disentitle to relief.

This aspect of the situation will not here be discussed. The question now is unfair trading by means of advertising. It is perfectly evident that the business of one establishment may be appropriated and diverted to another by means of false advertising. The matter, however, is usually so mixed with other things that it is difficult to pick out cases where the unfairness was limited to advertising. Deceptive advertising is usually only one element of a deceptive scheme.

A rough classification of misleading advertisements may per-haps be tried, and therefore first there will be discussed advertise-ments which are unfair and deceptive in themselves without reference to concurrent deception of other kinds or additional fraudulent acts.

INJURY NOT ALWAYS APPARENT

The consideration of these cases is, as a general thing, a little involved because the injury resulting from an advertisement is not always apparent. This is illustrated in a case brought by Price's Patent Candle people, who are makers of soap. Their soap had a picture of a ship on the wrap-per, and was known as "Ship Mark Soap." Jeyes Sanitary Compounds Company, a rival soap-maker, began the use of a poster, showing, among other things, the picture of a ship, and bearing

the words "The Only Royal Warrants for Disinfectants, Fluid, Powder, Soaps." brought suit to restrain the use of a ship picture on defendant's advertising posters. It was contended by defendant's counsel that no injury could possibly result to the complainant on account of his clients advertising the picture oi a ship in connection with soap; that if the complainant's soap were known as "Ship Mark Soap," the more the defendant advertised the picture of a ship the more the complainant was benefited, because it was an advertisement of his soap, and could not conceivably hurt him any.

Complainant's argument was: "Our soap is known as 'Ship Mark Soap.' 'Ship Mark Soap' means Price's soap. Defendants advertise soap with the picture of a ship in connection with the name Jeyes. This is a representa-tion that 'Ship Mark Soap' is Jeyes' soap, and enables defendgood reputation of 'Ship Mark Soap.'"

The court seemed to take kindly to this view, interrupting defendants' counsel's argument by saying: "You may have an answer behind, but at present you have not answered it. At present you have only answered it by saying that as Jeyes is written upon it he must know that he is buying Jeyes' Soap. That really does not meet the difficulty in the least degree. I want you to meet the difficulty. You are saying it is quite impossible that any person endowed with sense could be deceived, and that he could not be deceived because he could not mistake the one poster for the other; but it is put to you that he may be deceived in this way, that he may wish to buy 'Ship Mark Soap'; he may not know what the name of the manufac-

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turer of 'Ship Mark Soap' is, but he knows the soap is a very good soap and has a good name in the market. He may by those false posters be induced to buy Jeyes' Soap, and if he does he will not get what he meant to. What he meant was Price's Soap, and although he did not know the name of Price, he meant that soap of Price's which he knows under the name of 'Ship Mark Soap.'"

APPROPRIATED BANQUET SCENE AD-VERTISEMENT

In the celebrated case about Hoffman House Cigars the complainant used the familiar advertisement of the picture of a banquet scene, where prominent men of various political faiths were assembled about the board. A box of Hoffman House Cigars was shown being served to them. idea intended to be conveyed by this picture was that the Hoffman House Cigar was a favorite upon such occasions, and smoked by the most eminent statesmen and orators of the land. The inference, of course, was that no matter how much they might differ on political questions, they agreed upon the proper cigar to smoke when the rivalries of politics were laid aside and they met upon common ground.

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This picture the defendant boldly appropriated as an advertisement for his "Banquet Hall Cigar." The arrangement of the group was somewhat changed, but the same distinguished assembly was shown, they were drinking the same wine, and listening to

the same orator. It was held that this was unfair competition. The court observed: "Where the goods of a manufacturer have become popular, not only because of their intrinsic worth, but also by reason of the ingenious, attractive and persistent manner in which they have been advertised, the good will thus created is entitled to protection. The money invested in advertising is as much a part of the business as that invested in buildings or machinery, and a rival in business has no more right to use the one than the other, no more right to use the machinery by which the goods are placed upon the market than the machinery which originally created them. No one should be permitted to step in at the eleventh hour and appropriate advantages resulting from years of toil on the part of another."

THE INJURY WROUGHT BY IMITA-TIVE ADVERTISING

The injury resulting from such imitative advertising is an inferential one. Of course it is an appropriation of a man's brains to steal his original and distinctive advertising. The legal theory, however, on which courts seem to base relief is that where A advertises his goods in distinctive and original fashion to such an extent that his advertising has become characteristic of his prod-ucts, B will not be permitted to use advertisements which will inferentially represent that B's goods are the goods which the public has become habituated to associate with the distinctive advertising of A. To put it concretely, A makes "Star Brand Soap," which has a reputation. B will not be permitted in his advertisements to do anything which will convey the impression that he, and not A, makes "Star Brand Soap." Such cases as these are not common.

The more common sort of advertising fraud is the kind which is a link in a general chain of unfair trading where the advertising itself may be honest enough, but where it is used simply as a decoy to inveigle the observer into patronizing a certain individual in the belief that he is dealing with another or buying a certain article, and have sold to him another. Some of the Baker cases illustrate this point.

Slack, a Chicago grocer, for years advertised in the daily papers Baker's Chocolate and Baker's Cocoa, and sold, in response to requests for Baker's Cocoa or Baker's Chocolate, Walter Baker's goods. This, of course, was honest advertising and fair trading. Continuing the advertising of Baker's Chocolate and Baker's

Cocoa, he afterwards sold without explanation, in response to requests for the product under that name, cocoa and chocolate not made by Walter Baker & Co. The same advertising by this consequence became fraudulent.

The court expressed its views in this language: "This was seeking to use the reputation and good will of complainant in the sale of the spurious product, and was an efficient means to that end. This was as much a fraud as an actual oral misrepresentation to a proposing purchaser."

As a graphic illustration of this method of unfair trading, which is really nothing but a clumsy device, note the photograph of the display window of a Pittsburgh jeweler, shown in the accompany-

ing illustration.

The announcement, "Big Ben, \$1.65" (without at this time con-



AN INGENIOUS WINDOW BAITING

sidering the question of price cutting involved), was a perfectly honest announcement, provided that when the purchaser, attracted by this advertising, asked for a Big Ben Clock he got it, but when it was shown that, in response to a request for Big Ben Clocks another and different clock was furnished without explanation, an injunction was granted against the continuing of the advertisement unless, in response to requests for Big Ben Clocks the genuine clock was supplied. The

ingenious manner in which the window was baited up for the unwary by a few Big Ben Clocks indicated that this particular defendant was something of an artist.

Some courts, notably those in England, have held that such signs are deceptive and unfair, even where the purchaser is informed that while the genuine article is being advertised on the outside of the store, it is not on sale in the inside—that it is unfair to use a reputation as a decoy.

In a proceeding brought by the Singer Company, the defendant advertised "Singer Machines," but explained both to callers and correspondents that the machines were not Singers, and the machines sold were not so marked.

The court said:

Then I am asked to hold that because when the applicant, in answer to the advertisement, sends for particulars, and those particulars do not deceive him, and cannot deceive him, that therefore there is no deceit at all. Now, I take an entirely different view. I think this is a clever device on the part of fraudulent traders. Having entrapped their victim, having got the man to answer their advertisement under the notion that he is going to purchase 'Singer' machine, then they cover themselves with a lot of documents which refer to the 'Empira' and hope that the 'Singer' part of it will be forgotten and that he will order an 'Em-pira' and never consider the 'Singer.' I believe it is all part of a deliberate plan, and I have not the slightest doubt myself that not only is there deceit, but intended deceit, and as such the court ought to deal with it as severely as it can."

During the production in Chicago of the dramatization of Gen. Wallace's Ben-Hur, an enterprising purveyor of polite vaudeville and tip-top minstrelsy a block away from the Illinois Theatre, where the genuine performance was being given, announced at his theatre, "Soon the funny burlesque Ben Hur." The producers of the genuine work, which was a

serious and reverent thing, at once objected to this, to which the defendant paid no attention, and then filed a bill in the Federal Court and obtained an injunction restraining defendant from using the name "Ben-Hur." Literally obeying the letter of the injunction, but fracturing its spirit, defendant put an announcement in the newspapers as follows:

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NOTE—Pending decision of Hon.
Judge Kohlsaat of United
States Court, the opening Date of
"BUN-HER," the Great Big Funny
Burlesque on

"BEN-HUR"

Has Been Temporarily Postponed

The name "Bun-Her" was thereupon enjoined, and then the town was placarded with posters like the following:

CLEVELAND'S
THEATRE
TWICE DAILY
INJUNCTIONIZED
BURLESQUE ON
BEN-HUR

This last poster was hung in windows about the city, and the following was posted on bill-boards:

CLEVELAND'S

EXTRA

BECAUSE OF THE FACT THAT

KLAW & ERLANGER
THE FOUNTAIN HEAD OF THE ALL POWERFUL
THEATRICAL TRUST

HAVE SECURED THROUGH THE

UNITED STATES COURT

INJUNCTION
RESTRAINING ME FROM PRODUCING Funny
"BUN HER" MY BURLESQUE ON

BEN HUR

THE FOLLOWING ACTS HAVE BEEN ENGAGED AND WILL POSITIVELY APPEAR

This bill contained as its most conspicuous feature the name "Ben Hur," and was in its general appearance and effect misleading and deceptive. In fact, as an exhibition of the number and variety of the falsehoods that can be expressed by the use of display letters this second bill was unique. Reading the words in large capitals the announcement is:

W. S.
CLEVELAND'S
THEATRE

EXTRA

KLAW & ERLANGER
THEATRICAL TRUST
UNITED STATES COURT

BEN HUR

WILL POSITIVELY APPEAR

The impression created on an ordinary reader by this specimen of typographical mendacity would be that in spite of the injunction "Ben Hur" would positively appear at Cleveland's Theatre. It was not until repeated applications were made to the court that a sufficient restraint was imposed because no one not a clairvoyant could foresee what new scheme the defendant's parasitic ingenuity would hatch.

"Tyco" Account With Lyddon & Hanford

The Taylor Instrument Companies', Rochester, N. Y., account will be handled by the Lyddon & Hanford Company, of New York and Rochester, through their Rochester office.

Collier's Universal Appeal

There was a time when not many Women read Collier's.

They said the stories were not interesting, that there was very little in Collier's to interest the average Woman.

But they are reading it NOW—in fast-increasing numbers.

Partly, I think, because we have a new fiction editor, Miss Roseboro, the woman who discovered and encouraged such writers as Rex Beach, O. Henry, Mary Stewart Cutting, Josephine Dodge Daskam, Myra Kelly, Arthur Train, Stewart Edward White.

Partly because Collier's has taken up the cudgel for Pure Food and has shown thousands of Housewives and Women's Clubs how to wield the cudgel. The response and results have been phenomenal.

Partly because of the running of so many articles and pictures dealing with subjects that appeal to the up-to-date Woman of today.

To say that Collier's is more popular today with Women than it was a year ago is not to imply, however, that it has sacrificed one iota of its editorial prestige.

Mark Sullivan's page is still the most influential political comment published in America.

Our editorial pages are still quoted more widely than any editorials anywhere.

Collier's is still, as ever, the National Weekly but more truly national because it has added a fuller measure of human interest to its humanitarian influence.

. maretta D. S. F

Vice President and General Manager

Branch Offices of P. F. Collier & Son Inc.

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Atlanta Chicago Kansas City Omaha St. Paul Portland	Washington Cincinnati Louisvills Philadely-hia Ban Francisco Newark	Boston Denver Memj-hia Pitteburgh Syraeuse Minneapolia	Buffalo Detroit Milwaukee Providence New York Toronto	Cleveland Indianapol New Orlean St. Louis Dallas Wheeling

FOR

The Diary of a National Advertising Manager

A New Deal in the Agency Game— All-American Advertising Agency Proposes to Take Entire Charge of Crescent Stove & Range Campaign—How the Offer Was Received and What Outcome Was

By Roy B. Simpson

Adv. Mgr., Roberts, Johnson & Rand
Shoe Company, St. Louis

FIFTEENTH WEEK—FIGHTING BIG STAKES

MY day of rest was broken this afternoon by a telephone call from the big chief, who asked me to come over to his home to talk about our advertising. Our president is getting along in years, but he says he expects to be a good advertising man before he cashes in.

As a rule, presidents or general managers of big corporations are interested only in the results of advertising. They know all the defails of manufacturing—cost of material and labor, the productive capacity of each factory and the manufacturing profit. They know that money is worth four, five or six per cent. They know what each salesman is doing and what each salesman's business is costing the company. They know the amount of net profit on the year's business.

But when advertising is mentioned the average chief executive says in his heart: "I don't know anything about advertising. I haven't time to fool with pretty pictures, printing and the writing of ads, so we'll just get a clever writer and let him handle our advertising."

vertising."

Too many executives still consider advertising an ad-writer's proposition. So they hire an advertising manager—honest, or he wouldn't get the job—and tell him to go to it and spend so much money. If the business enjoys great prosperity the sales force is a "wonderful organization." If the business breaks even or shows a loss—even though conditions are bad and other lines are losing—

the advertising isn't worth much. Too many advertising managers are simply hired men, and this is their own fault. Their conversational powers when talking to the big boss are limited to such things as "attention value," "strong copy," "psychology," "circulation," "more money to spend," etc, all of which bores the boss.

Mr. Adams knows as well as I do that a quarter of a million dollars is a whole lot of money. He knows the difference between expense and investment. He knows that advertising is more than merely the creation of a strong piece of copy. I like to talk advertising to him, but he had me guessing when he 'phoned me on a Sunday afternoon to "come over."

AN EFFORT TO SHIFT THE ACCOUNT

The chief didn't keep me in the dark very long. He stated that on last Friday he received a call from George Hartin, president of the All-American Advertising Agency, who wished to submit an entirely new service plan for our advertising department. Mr. Adams started to call me into his office, but Hartin said, "Our Mr. Leish is in Mr. Hawkins' office and we can all get together later."

Hartin declared that he had been watching our advertising very closely and was sure he could get better results because of the larger experience of his agency. He wanted to take entire charge of our campaign and put in his own man as advertising manager. Mr. Adams demurred at this, but Hartin interrupted with—"Oh, I know what you think of your Mr. Hawkins. I know his record and he is in the wrong line. We have another place for him where he can do himself justice."

Hartin, asked for an opportunity to appear before our board of directors, and Mr. Adams is curious to know the details of his plan, therefore he promised him a hearing when the board meets next Wednesday. Mr. Adams then asked me about a hundred questions about services performed by advertising agencies, commissions received from publishers,

the cost of doing business and of performing the service they claimed to give advertisers. I could answer him as I have had dealings with seventeen agents.

We talked for an hour about the accounts now being handled by the All-American as well as the accounts it has lost. Mr. Adams made notes of about a dozen. To-morrow he will wire those whose accounts are being handled by another agent and ask them why they changed. He will also get a line on the growth of three advertisers whom Hartin claims have become the leaders in their lines since he has been handling their advertising.

Mr. Adams reassured me by saying that our business is showing such a nice increase that he is going to recommend a larger appropriation next year. If the All-American Agency has anything better to sell than we can give ourselves I'm not going to

block the game.

* * 1

MONDAY.-When I arrived at my office this morning I found fifteen applicants for the position of stenographer to succeed Hubert Creel. I advertised for live wires only and requested them to come with their records and recommendations and be prepared to go to work. The first applicant had dirty fingernails. The second had just taken his "mornin's mornin'." The third had a horrimornin'." ble breath. The fourth was my style of man-neat as a pin, a member of my church, and among his letters was a strong endorse-ment from Andy Tolleson. I excused myself and stepped into the next office to 'phone Andy. He said, "Hire him quick."

My new secretary is David Lightle. We got busy at once and made a quick clean up of the accumulated correspondence.

Allen Leish, of the All-American Advertising Agency, called during the afternoon but he didn't mention the fact that Hartin, the president of his company, is in the city. Nor did he say anything about their new scheme to get my job. He solicited the account in

the usual way. I think he is probing me.

TUESDAY.—This has been a quiet day. My usual Tuesday callers kept away for some reason or other. The only incident worth recording is the mean little joke played on me by the Clarksburg Patriot in order to get my attention.

I pitched into the morning mail. The first letter I opened was from the Patriot and was marked "Personal." With the letter was enclosed a small red envelope, made of heavy cardboard and opened at the end. The red envelope bore the words, "The Great Nubian Mystery," and the instructions told me to withdraw the card and slowly read the words thereon, when the mystery would be revealed.

The lettering on the card was printed in a circle. The first word was in 18-point, the next in 12-point and so on down to 4-point. It read as follows, "Read this very slowly, word by word. Now look at your fingers.' I read it and then found that my fingers were black. The back side of the card was coated with powdered

graphite.

It then became necessary for me to leave my desk and wash my hands before proceeding with my mail. There was absolutely nothing in the letter to warrant the use of such an insert. The only reference to it was "there is no mystery about our circulation." The advertising manager of the Patriot will probably chuckle when he reads this, but I want to tell him that his jokes won't get him much business.

Wednesday.—This is the day that I will either lose my job or take a three-hundred-thousand-dollar pot from the All-American Advertising Agency. Several surprises were sprung during the day and after the hearing this afternoon the directors deliberated behind closed doors. Their decision will be announced to-morrow.

We met at three o'clock this afternoon. When Allen Leish saw Jim Lane, our trees appearance of the continued or trees and the continued or trees are trees and trees are trees

(Continued on page 20)

MERELY A MATTER OF WIDTH

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The "Perlmutters" of New York, cutters-up for men's and women's clothing, prefer to work with 54-inch goods.

Textile manufacturers in general did not know this until a recent investigation. Then it was found that if it takes 20 minutes to lay a pattern on 54-inch goods it will take 25 minutes to lay it on 36-inch, or an expenditure of 25% more of the cutter's time. To a layman, not a startling bit of information.

But in an industry in which a slight weight may tilt the balance it is an important opening for the favor of the cutters-up, whose coöperation is vital in advertising a cloth.

In every line some such preference or predilection is likely to be hidden away in the back of the middleman's head. A certain type of package that he likes to handle—some particular feature that he wishes he might be able to guarantee to his customers.

A point such as this has often proved to be the fulcrum on which the pressure of a whole campaign has been exerted.

The wise manufacturer is seeking such information.

If, however, the advertiser is not wise to this degree, if he has not all the reins collected before the start, he may pay a heavy penalty and learn by dear experience.

For the loose rein might perhaps have been the guiding one.

THE CURTIS PUBLISHING COMPANY Independence Square, Philadelphia



"It was fifty or sixty feet to the rocks of the ledge below, and even as they pitched over and over, Kazan's teeth sank deeper into the lynx's throat."

From "THE BATTLE ON SUN ROCK" by James Oliver Curwood (May, 1913, issue THE RED BOOK MAGAZINE.)

Painting by Frank R. Hoffman.

(Continued from page 16) intendent, he started. Then they shook hands and Mr. Adams immediately rapped for order. He came to the point at once by introducing Hartin and Leish. Hartin was invited to explain his

proposition.

Mr. Hartin paid me a nice compliment and declared he wanted me in his organization for a bigger campaign than that of the Crescent Stove & Range Company. Then he delivered one of the strongest talks on the modern advertising agency that I have ever heard or read. He displayed an intimate knowledge of our factory costs. He told us of all the advertising features carried by our salesmen and named the papers and other mediums we are using.

SOME AGENCY CLAIMS

All of us except Mr. Adams, Jim Lane and me were visibly impressed. Hartin declared that he could get us more advertising for our money because his space purchasing power was so much greater than that of Andy Tolleson. He explained that he could give us more service because the All-American Advertising Agency has highly trained men to visit the trade and analyze conditions. They visit the homes of prospective users of our ranges and determine the best form of appeal to excite their interest and make

them buy Crescents.

To make his argument conclusive, Hartin referred to the advertising of the Acme Canning Company, his biggest account, and explained the campaign in detail -how it had doubled its business in the last eighteen months. "And now, gentlemen," he said in clos-ing, "we want to handle your advertising and make you the largest stove concern in the world. We will put a highly-trained stove man in the office, under your daily oversight and pay him ourselves. We will install a new system in the department and cut the number of employees to four instead, of fifteen. We will save you \$15,000 a year in salaries alone and you won't have to pay us a cent for We get our pay our services.

from the publisher, as you per-haps are aware of"

Mr. Hartin offered to answer any question that might be asked

and then sat down.

Mr. Adams did most of the questioning. He asked Hartin how many accounts he handled and how much the business amounted to in the aggregate. Hartin replied that twenty ac-counts footed up \$3,000,000 and fifty-eight smaller accounts amounted to \$600,000, making a total of \$3,600,000.

Then Mr. Adams plied him with questions as to number of employees, who they are, what they do and the salaries paid to each. Then, what commissions the publishers paid him, and a lot of other leading questions. Hartin answered them but he mopped his neck around the collar as if he were uncomfortably warm.

THE ADVERTISING MANAGER UPHELD

Leish leaned over and whispered in my ear: "Say. who's advertising manager here, you or Adams?" I smiled but said nothing. I was supposed to be merely a hired man.

Mr. Adams had been making notes while he was talking and at this point he began to argue.

"Mr. Hartin has told us some very interesting things. He failed to enlighten us as to where he got our costs or how he got a line We will on our own advertising. go into that later. No doubt he obtained the information honorably, as the All-American Advertising Agency should be above sharp practices.

"The most interesting thing to me is the volume of business done by Mr. Hartin's company, his revenues and the cost of doing business. You say, Mr. Hartin, that you handle business amounting to \$3,600,000 and that your average commission from publishers is 121/2 per cent. This gives you a gross income of \$450,000.

'According to your own statement, you have ten merchandise men whose duty it is to look after the wants of your clients and solve their problems. Mr. Leish is one of them and he will solve our problems for us. These men are your business getters; they perform no service besides acting as a bumping post between the advertiser and your organization. Ten men are required to solve the merchandising problems of seventy-eight advertisers, therefore I don't see that Mr. Leish would make much headway with us.

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"Your company paid a dividend of 20 per cent last year on your capital stock of \$500,000. You have a chief ad-writer at \$15,-000 and eight assistants at \$3,000 each. You have rate clerks, artists, clerks and six special investigators to feel the pulse of the markets of seventy-eight national advertisers. All this expense must come from your gross revenue of \$450,000.

"What I am trying to get at is what it costs you to get business, how much it costs to handle it and what percentage of your total revenues is expended for service to the advertiser. I have analyzed the proposition hurriedly, but I'll gamble something these figures are not far wrong." Gosh, how Hartin and Leish squirmed.

His analysis was as follows:

1113	analysis	44 643	40	TOHOUS.	
	revenues.			\$450	,000
sions	l cost of a		\$200	,000	000

Available for service.....\$111,000

"You then have \$111,000 left to be spent in giving service to your clients," continued Mr. Adams. "Let's see what this amounts to. According to your own statement, you pay the following salaries to men whom you call service men: "Chief" adamsing \$15,000.

Cnier	ad-writer			*	 \$15,000
Eight ass	istant ad-write	ers.	 		 24,000
Plan man					 10,000
Five artis	ts				 15,000
Six speci	al investigator	S			 18,000

Total for service......\$82,000
"There is \$29,000 not accounted

"There is \$29,000 not accounted for, but you have shown that you are spending \$82,000, or about 18 per cent of your commissions, for service. If you should handle our business, you would spend not over \$100,000 in mediums, yielding you commissions amounting to \$12,500. Of this amount you would spend 18 per cent, or \$2,-250, for service. I don't see how you can do this and put a man in our office at your own expense, besides cutting our payroll \$15,-000 a year.

"Furthermore, Mr. Hartin, you charge an exorbitant price for type-setting, art work, etc. One of your former clients is a good friend of mine. Here are some of your bills. You charged him \$150 for this picture. It was drawn by an independent artist and you paid him \$50 for it. Our present advertising agent makes no charge for art work. He has a higher conception of service than you have.

"You charged \$17.80, \$22 and \$23.25 for setting these ads from your own copy without alterations. The best printers in Jaynesburg estimate five dollars each as a fair price. You charge the full scale price for electrotypes. Our advertising agent makes no charge for setting type or electrotypes. They are considered as a part of the service he gives us.

And now, Mr. Hartin, we will take up the Acme Canning Com-You mention its enormous pany. growth. It is true, as you say, that its business has doubled. But it has more than doubled its capacity in the last eighteen months and has increased its sales force more than 100 per cent. The new business was waiting for it. was forced to expand to take care of new business developed before handled the advertising. VOI Moreover, I have it upon the authority of Mr. Farber, of that company, that you are going to lose his business. You did not You did not create any of the large accounts you are handling.

"There is no doubt in my mind that you gentlemen are doing great work. But you can't sell us your proposition as you have stated it to us. I believe that a highly organized advertising agency can be of great assistance to the advertiser, but it must be

as assistant to the advertising manager.

"Make us a definite proposition so we may know just how much service you are willing to give us. You seem to have a full understanding of our needs, therefore I suggest that you and Mr. Leish see Mr. Hawkins and me to-morrow at ten o'clock."

Mr. Adams excused us, and Mr. Hartin went to my office where he made me an offer to go with his concern at \$15,000 a year as chief of plan department. I thanked him and refused to consider the offer.

THURSDAY .- I didn't sleep much last night and was all hollow-eyed when I was called into Mr. Adams' office at nine. We had a good laugh over the way he han-dled Hartin yesterday. He said dled Hartin yesterday. their proposition did not interest him, but he was curious to know what they would offer on the come-back.

returned to my desk and tackled my mail. The last letter was from Grant Bates, our star salesman. Just as I ripped it open the president's buzzer rang. I hurried into his office and found Hartin and Leish ready to talk, Mr. Adams interrupted them and requested them to wait for Mr. Lane. At this Leish turned pale.

I read the letter from Bates and turned red. Lane then came in and when Mr. Adams nodded Lane began.

"Leish, when I gave you a job in my cost department six months ago I thought you were a man. I felt sure I had a winner. I never saw such a wizard on costs in my life. You worked two months and resigned. I wondered why you left but now I know. You were left but now I know. a rotten plant."

When Jim had finished I read the following from Bates:

Dear Hawkins—Do you know an advertising man named Leish? I have bumped into him in the last dozen towns. I think he is trailing me. He claims to be a friend of yours. Look him up and write me. If there is anything wrong I will knock his block off.

The secret of Hartin's information about our company was out at

None of us spoke for two last. minutes. It seemed longer. Then Mr. Adams settled it by saying, "Good-bye, gentlemen! The next train leaves for New York in thirty minutes."

FRIDAY.-Nothing of interest today. Too tired to write more.

SATURDAY.—Everything is fine and dandy. Advertising is surely a business proposition—a man's job. Good-bye, old desk, until Mon-

day morning. (To be continued)

Governor Major Speaks to

Missouri Ad Men
Governor Major, of Missouri, addressed the St. Louis Ad League, November 12. The dining-room of the City Club was packed. His topic was "Advertising and the Growth of the State." He said ad men are "the John the Baptists of the industrial world, and their labors cause them to exemplify the scriptural injunction, which says "Let your light so shine," etc.
Governor Major declared the two "Good Roads Days" in Missouri last summer had done more to advertise that State than any one other thing in years. He received 800 editorials from all over the world, commending Mis-Missouri Ad Men

years. He received 800 editorials from all over the world, commending Mis-souri's initial move. He also said the famous Missouri hen was a good adver-tiser. He disclosed his plan of advertis-ing Missouri through moving pictures working eight hours every day, free to all, at the coming Panama Exposition, at San Francisco.

Acheson Eastern Manager of

S. R. A. Company
Arthur Acheson, Western manager of
the Christian Herald, and formerly
Western representative for the Curtis
Publishing Company, has been appointed Eastern advertising manager of the Street Railways Advertising Company.

Street Railways Advertising Company. Mr. Acheson was at one time foreign representative for Quaker Oats.

F. R. Barnard, after eight years' experience with the street car campaigns of many of the largest advertisers in the country, will hereafter devote his entire time to special sales work with headquarters in New York.

Mr. Acheson assumes his new duties on December 1.

on December 1.

Globe-Wernicke Takes Over

Derby Stores Globe-Wernicke Company, Cincinnati, has taken over four retail stores of the Derby Desk Company, the transaction, it is said, involving \$200,000. The purchased stores are located in New York, Chicago, Boston and 000. In. New Washington.

No. 4

What a Technical Paper Offers

At the annual Automobile Show in Madison Square Garden, each concern pays so much per square foot of floor space for the rental of its booth. This amount is thirty, fifty, a hundred times the rent the concern would have to pay for the same amount of space for an equal period on any street—even on such a street as Broadway.

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in his with Why is it willing to pay this seemingly exorbitant rent?

Because to the Automobile Show come only people interested in automobiles. In other words, it is a selected audience.

Advertisers in technical papers get an audience as naturally "selected" as the Automobile Show audience. Generally speaking, every reader of a technical paper is in some way interested in every product offered in its advertising pages.

But the difference is that the technical paper advertiser pays no more per thousand for this selected audience than he would pay per thousand for the heterogeneous audience of a general medium.

Hill Engineering Weeklies

There are five of these technical papers—each the leader in its field. Each goes to an audience selected not only for its profession but for its standing in that profession. Each goes to a naturally selected "quality" audience.

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering

News (1874)

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 26,750. Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 32,000.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 12,250.

Hill Publishing Co., 505 Pearl St., New York

Fickle Fads in "Pretty Girl" Illustrations

A Review of the Kaleidoscopic Changes in Picturing Feminine Styles—Some "New" Ideas as Old as the Pyramids—Does the Public Like the Freak and Is There Hope of Sanity?

By W. Livingston Larned

THE advertiser is compelled to seek out novelties, both in text and illustrations, as seasons come and go. It is a peculiarity of the present age that most of us demand novelty. There is so much advertising and so many like products that individuality may be obtained only through constant zeal.

Some products are consistently o 1 d - fash-

ioned or conservative by force of circumstances. That the general wholesome style of their advertising should switch around every time the wind blows is not to be expected. Who would expect, for instance, an Ivory Soap ad to be anything save refreshing truth boiled down to artistic visualization-little humannature, every-day episodes charm ingly portrayed on canvas. But

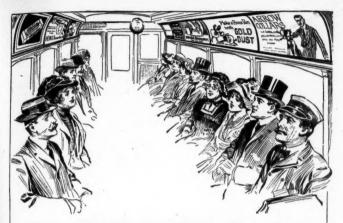
a goodly number of manufactured articles are concocted in the maelstrom of modernity. Text must have spice and ginger and "punch"; illustrations must be as faddish as the current prevailing styles.

You may not be fully aware of it, but "styles" in illustrations are as variable as madam's afternoon walking-gown. Just when an artist believes he has originated something quite new, everybody else begins to copy it, and some other brave spirit must cut a different pattern, which in turn will be inevitably borrowed or "adapted."

The public is fickle of late. People virtually demand originality of expression. Men in the commercial field of art sky-rocket into favorable notice the moment they devise a new technique. They



A FEW EXAMPLES FROM RECENT ADVERTISEMENTS



One Medium That Reaches All Classes

EVERYBODY reads street car advertising—the Wage Earner and Capitalist, Democrat and Republican, Presbyterian and Episcopalian, the American and foreigner,—men, women and children.

Street car advertising gets to the public all around town, day and night. This is a circulation not sought with premiums, but one which, by necessity, seeks the medium.

People will go to work—will visit—will shop—will attend theatres—which means people must ride on the street cars.

The abolishment of street car lines would mean the crippling of business.

The use of street car advertising will mean the increase of your business.

Street Railways Advertising Co.

First National Bank Bldg.
Chicago

n d y

n

HOME OFFICE
"Flatiron" Building
New York

WESTERN OFFICE 242 California Street San Francisco

are heroes in their way, self-sacrificing and of amazing patience, for they must sit back and see their fellow-workers do the very same thing in much the same way.

"The McKinney & Ford folks are using a new style of illustration in their newspaper work," you will hear a complacent sales manager or advertising head remark, "why can't we have some-thing like that. People like it— something 'stunty'"

And forthwith the field is flooded with designs born of one ideal. There are those who stead-fastly insist that this phase of advertising is all wrong. They bravely declare that if an advertiser is ambitious enough to ferret out a scheme of design, he should profit by it and be allowed to go merrily on his way. The argument is advanced, and by no means without justification, that "Advertiser No. 1" and his campaign are really harmed and the work made less efficient because of the striking similarity of a hundred other campaigns. will not discuss this, for such matters are purely a study in conscience.

WHAT ONE ART MAN THINKS

An advertising art manager said, when approached on the subject, "Oh, there's nothing new. When a man thinks he has conceived a new 'stunt,' he sooner or later discovers it in a copy of Jugend of twenty years back, or painted on an Egyptian mummycase. You might as well argue that if a certain tailoring house hits upon a certain stylish cut for men's suits, a goodly percentage of the population must be deprived of wearing the latest thing, because no other tailor can turn 'em out."

A glance through the publications devoted almost exclusively to women readers brings out the fact that perhaps the most eccentric of all illustrative vogues is at present sweeping two conti-nents. Nothing quite like it has been resurrected in many a day. It is unique to the point of being hysterically unnatural.

Wonderful creatures in amaz-

ing gowns, the like of which man hath never seen either in the flesh or the fabric are considered so very, very apropos. The sweet, natural, unaffected, old-fashioned girl-the girl we have loved and respected so long, has disappeared. In her place struts an attenuated anæmic maiden, half Egyptian, part Grecian and all that remains wire-work lines, coming from no place in particular and ending nowhere. She wears hats and gowns which perplex us, she is at least thirty or forty heads tall, in some instances, and her eyes are the eyes of a nightmare Cleopatra, who has run

NO MYSTERY ABOUT THIS GIRL

There is no deep mystery about She dates back to the Nile and to mythology. She was first cut into the pyramids or graven upon giant stone tablets on the outskirts of the wastes of hot sand. The artists who created her were struggling with anatomy and sandals. They were not as adept as their brothers at sculpturing. They simplified things immensely.

In their day, these weird maidens unquestionably attracted attention. Many of them were so hideously ugly and unnatural that an amazed population, fond of its art, was struck dumb in its tracks. When little Walter draws his first conception of Aunt Martha on a school slate the same bewilderment exists. Father marvels that such talent should be. Mother unearths a new beauty in ugliness.

But that advertising art in this field has been inspired by the modern trend in dress is obvious. A good draughtsman reads of the Comtesse Diane de Baudesert, of "The languor and abandon of the East in gowns that give an odalisque definition to the figure" and straightway swoons over his drawing-board, only to temporarily revive and dash off a fit illustration. It is difficult to link up "La Mode Adolescente" pork and beans and a three-dollar advertising design. Your artisan must first fall into a trance. And while under this benign influence, he draws these funny pictures.

An advertiser who has used a series of the designs is very enthusiastic.

We took the liberty of cutting one especially atrocious example out and asking:

"Why do you use such freakish illustrations?"

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"I know they're as mad as March hares," was the response. "Personally, I've never seen a woman look like that, but I've That found people take to them. style of drawing is the vogue just now. Everybody's using 'em -why not our house?"

"But how do you know they are so popular?"

"Returns from my advertising." Rather unprofitable to argue

further, isn't it?

And the public does prefer the freak occasionally. A little while double-etching and "stunts" "phantom" background were all the go, then the Coles Phillips' school burst into full There was a brief little epidemic of silhouettes and then

the German poster treatment held

high carnival.

Now all of the furies of the post-impressionist, the triangular fetich and the futurist fol-de-rol are rolled into one screeching technique and the advertiser is making the most of it while it lasts. The immortal shade of Beardsley and his followers must smile at the sight. When Beardsley first did it, they thought him crazy. But Mr. Beardsley adapted someone before him, and now the crowd is reviving Beardsley, and so the game runs.

Miss Modern Art deserves a species of respect. She is the Rider Haggard of the pencil and She has eyes and sees not, and a mouth, but speaketh not, but her raiment is a peacock's driven before an autumnal wind. We confess to an appreciation of her, as we have said, born of

bewilderment.

Some day, mayhap, the quaint, natural little maid will return, with her normal features and modest mien, and we shall settle back, sighing for sheer relief.

The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car and Billboard Advertising **Business Literature** Publicity and Merchandising Counsel

Advertisers Use Two Joint Copy

HE logical outcome of the practice of giving another advertiser "complimentary" mention in copy is now appearing in a poster campaign in New York. In one poster, as shown herewith, two products are grouped-Crystal Domino Syrup and Hecker's Pancake Flour.

The American Sugar Refining Company, makers of Crystal Domino Sugar, recently put a raw product on the market called Crystal Domino Syrup. The com-



BOTH HAVE EQUAL SHOWING

pany, however, did not feel disposed to spend a great amount of money at the time of its introduction for advertising. The company was concentrating on its lump sugar. So at the suggestion of its agents, who also handled the account of the Standard Milling Company, makers of Hecker's Pancake Flour, a joint campaign was planned, featuring "A good syrup for a good flour."

Because one product was a natural companion for the other, the plan seemed to avoid the various objections which would arise in connection with a plan of this For a try-out it was decided to use a limited number of bill-board and subway signs in Greater New York on account of the dense population.

The nature of the copy is of the read-while-you-run type, giving each product equal prominence. The catch-line also is designed to distribute the glory, without partiality to either advertiser.

Another Newspaper Association Organized

The new newspaper association to be known as the Gilt Edge List held an organization meeting in Chicago November 11.

Officers of the association are: Jason Rogers, of the New York Globe, president; Thomas Rees, of the Springfield, Ill., State-Register, vice-president; Max von Schlegell, of the Martinsburg, W. Va., Journal, secretary; L. H. Dingman, of the St. Thomas, Ont., Times, treasurer.

It is reported that 280 papers have signified their willingness to join the new association. The furnishing of data to national advertisers will be among the functions of the organization. It is stated that the Gilt Edge List will not conflict with the work being done by the Bureau of Advertising of the A. N. P. A.

Campaign for Wood to Start on the Coast

C. C. Bronson, acting chairman of the special advertising committee of the West Coast Manufacturers' Association, West Coast Manufacturers' Association, reported to the association at its monthly meeting in Seattle, Wash., October 31, that \$30,000 has been pledged by members of the organization for the purpose of advertising Coast woods nationally. The basis on which subscriptions have been made varies from 1½ cents per thousand for mills owning timber to 50 cents a million feet for timber owners not manufacturing. It is expected to start things going by December 1, when enough money will have been raised to enable a year's campaign to commence.

Fisher in Charge of St. Louis Classes

C. L. Fisher, president of the Fisher-Steinbruegge Advertising Company, is in charge of the St. Louis Y. M. C. A. advertising course for the winter, conducted by the St. Louis Ad League. The winter's work was opened by a lecture, "The Advertising Man," by J. W. Booth, president of the league.

How Shur Edge Cutlery Introduces Products

Robeson Shur Edge Cutlery is being introduced through store demonstrations. An expert from the factory advertises to hone razors free all the week at a certain hardware store. He also gives free instructions on the care of razors and pocket knives.

Glatz With Chicago "Tribune" H. G. Glatz, formerly space buyer with Frank Seaman, Inc., is now man-ager of the New York office of the Chi-cago Tribune.

What Farmers Use

All farmers wear clothes, which they must buy at clothing stores. Also, their wives are addicted to the use of suits and cloaks, even as their sisters in the city.

Shirts and underwear, shoes and hosiery, hats and caps, sweaters and raincoats, glores and mittens, all are necessities on the farm; some of them even more than with people who keep indoors most of the time.

Practically every farm home in the country has its musical instrument—a piano, an organ or a "music box." And they all came out of the regular stock that manufacturers are selling in the cities.

Every farm home has a few cases filled with books; not so much fiction perhaps as more serious miscellany, but in the aggregate a very extensive and comprehensive market.

The need of fire insurance on the farm is proven by the fact that most farmers earry it; while life insurance would unquestionably appeal to a class of people in which the greater proportion are investors.

If you doubt whether your particular line of merchandise would appeal to people who read the Associated Farm Papers, suppose you ask us what our observation has been. Address any office.

Associated Farm Papers

Nine Papers-537,000 Circulation

NATIONAL STOCKMAN AND FARMER Pittsburgh, Pennsylvania, Supreme in Ohio and Pennsylvania.	Established 1877
FARMERS' REVIEW, Chicago, Illinois, Supreme in Illinois,	1877
FARMER'S GUIDE, Huntington, Indiana, Supreme in Indiana.	1889
FARMER AND BREEDER, Sloux City, Iowa, The Cream of Four States (Ia., Neb., Minn., S. D.).	1878
NEBRASKA FARMER, Lincoln, Nebraska, Supreme in Nebraska.	1859
FARM AND RANCH, Dallas, Texas, Supreme in Texas and Southwest.	1883
CALIFORNIA CULTIVATOR, Los Angeles, California, Supreme in California.	1889
RURAL CALIFORNIAN, Los Angeles, California, Supreme for Fruit-Growers and Ranchmen.	• 1877
THE RANCH,	1895

Associated Farm Papers

Chicago, Steger Building, D. C. Kreidler, Manager.

Supreme in the Pacific Northwest.

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St. Louis, Globe Democrat Building, C. A. Cour, Manager.

New York, Fifth Avenue Building, S. E. Leith, Manager.

The Standard Medium for Direct Advertising

In Direct Advertising by mail, as in General Advertising, the efficiency of a campaign is determined largely by the character of the mediums used.

You must use the right papers if your selling message is to be carried to your prospective customers effectively and economically, whether you are buying "space" of a publisher or a printer.

And just as you can instantly recognize certain of these "right" papers, in the General field, from the fact that they have already won the approval and patronage of the most successful advertisers, so you can, in the same way and with almost equal readiness, find the right papers for your Direct Advertising.

A brief examination of any representative collection of up-to-date Catalogues, Booklets, Folders, etc., will show you that in this class of advertising the predominant papers are BUCKEYE COVERS.

BUCKEYE COVERS, "The Standard Cover Papers for Economically Effective Business Literature," are the largest-selling brand of covers in the world. They are used oftener than any other because they can be used more profitably than any other.

The saving due to quantity production is greater in the paper business than in any other of which we know; and the enormous demand for BUCKEYE COVERS, as a consequence, has enabled us to produce a paper that no other maker has ever been able to match, at anywhere near the price.

BUCKEYE COVERS are the only highgrade cover papers that are used extensively by the large mail-order houses.

They are also the only "cheap" cover papers that are used extensively in the manufacture of high-grade Catalogues and Booklets.

The price, on the one hand, is low enough to make them attractive to those advertisers who must keep their costs down.

The quality, on the other hand, is high enough to make them attractive to those advertisers who want the most effective printed matter they can get, regardless of its cost.

The value represented by this unique combination of high quality and moderate price, is the reason why you, too, should use BUCKEYE COVERS for your Direct Advertising.

The "Proofs" will be sent to you free by prepaid express if requested on your business letterhead. Our new book, "The Principles and Practice of Direct Advertising," now in process of manufacture, may also be had for the asking.



The Beckett Paper Company

MAKERS OF GOOD PAPER in Hamilton, Ohio, Since 1848

BUCKEYE COVERS are sold by representative merchants in all principal cities of the United States, Canada and England. Your printer knows the nearest.



Unlike any other paper 33

This is fair warning that our next few issues are likely to be pretty well crowded. We don't want to scare anybody, but those who want space in

The Farm Journal

had better begin sending in their orders, particularly for the January, February, March and April numbers.

You haven't a minute to lose —January closes December 5th.

> Wilmer Atkinson Co. Washington Square, Philadelphia

How Pompeian Met Private Brand Competition

Demonstrators Placed in Various Stores — They Worked Under Management of Store, but Drew Salary from Manufacturer—Why the First Plan Was Changed and What Results Were

By E. R. Weadon

Sales Manager, The Pompeian Mfg. Co., Cleveland, O.

IT is a simple matter for a retail store to keep advertised goods in the background and display more attractively the substitute or private brand goods, thus severing an important link in the advertiser's selling chain—the opportunity to visualize his product at the logical point of contact.

A vast number of average shoppers can be sold conclusively by a well-written magazine advertisement, but there is another great vacillating class that is only half sold by the advertising and needs a final punch before the sale is made. Usually this final punch is a reminder either by the sales person, the goods on display or advertising material attracting attention to the product.

But if these three factors are missing the manufacturer is without representation in the store, except for his goods, which very

often are out of sight.
Successfully to cope with such a condition so that our advertising and the work of our salesmen would have full effect at the various points was a problem to be solved in connection with Pompeian Massage Cream.

After careful analysis it was finally decided to place demonstrations in various stores that we could depend upon for the right kind of co-operation. We tried out two as a test before going into demonstration on a larger scale. These demonstrations were placed in two well-known drug stores in one of the larger cities and competent demonstrators were engaged by our local salesmen.

It was agreed that the demonstrator in each case would be under the direct management of the store in which she worked, and subject to its rules and regulations at all times, although her full salary was paid each week by us. She was instructed to operate a strictly blind demonstration, that is to say, she was to all appearances a regular employee of the store, and ready to sell a customer whatever toilet article might be desired.

In this way the demonstrator was sure to get all the trade attracted to the store by our advertising and create many new customers.

In checking up the work of these two demonstrations after about six months had passed, we were gratified to find that both stores were ordering regularly about three times more Pompeian Cream than formerly.

The plan had been tested and looked so good that we decided to place demonstrations in all the larger stores. But here we had a lesson to learn. Out of ten demonstrations placed at once in the best locations, only about three made good, the other seven fizzling out in about four weeks. The demonstrators simply could not sell enough goods to cover their salaries, and yet they were in the best stores in their respect-ive cities. We felt we needed demonstrators in those stores, but could not afford to keep them there when their sales did not balance their salaries.

GOOD DEMONSTRATORS AT LOW COST

We were up against the proposition of getting demonstrators for five or six dollars a week or do without demonstrations in those stores. Good toilet specialty girls are not to be had for less than from \$12 to \$15 a week (and sometimes \$20 to \$25), and yet we knew the best demonstrator would not be worth more than from \$5 to \$6 a week to us at first.

Just about this time one of our salesmen wrote in from Milwaukee asking if he could place a demonstration there with a department store on the basis of our paying \$5 a week toward the salary of one of its regular sales girls. This was a happy thought

and showed us a way out of our

difficulty.

We placed the demonstration in Milwaukee and immediately put the same proposition up to the other stores where the girl could not make good on the basis of \$12 or \$15 a week. A few stores declined, but in many a case the buyer was only too willing to have his pay-roll lightened by \$5 a week in exchange for the services of one of his girls in demonstrating Pompeian Cream.

The arrangements were always made by a salesman, and in each case the sales girl was informed that part of her salary would hereafter be paid by us, and that that part of it would increase in proportion to her Pompeian sales. (Our demonstrator salaries are always mailed to the girl direct.)

After the salesman had reported that arrangements had been made, the sales girl would receive a confirming letter containing instructions, selling pointers and best wishes for success from our sales manager; also a supply of trial sizes and weekly report cards. She was instructed not to give out trial sizes promiscuously, but to explain carefully the uses of the cream in each case. Report cards were to be filled out carefully and mailed to the home office each Saturday night at the close of business.

This plan was quite successful and enabled us to have demonstrations in stores that formerly were out of the question, though we still have some demonstrations which sell enough goods to more than hold their own on the basis

of full salary direct.

Our demonstrators took quite readily to the contest idea, and we have been able to get their enthusiasm up to a high pitch by a weekly bulletin showing their comparative standing in point of sales. It is interesting to watch the fight for first place (although no prize is offered) and the struggle to keep out of last place. It is not often that a demonstrator stays in first or last place for more than two consecutive weeks.

Through good demonstrators valuable educational work can be done in addition to the added selling factor, which is quite important. Wherever we have a demonstrator the co-operation of the store is assured, our trial sizes and advertising matter are given out carefully, and customers our advertising has not wholly convinced are sold with more or less facility.

In the writer's judgment, demonstrations are a splendid auxiliary to the sales and advertising work, provided they are only placed where there are no competitive private brands, and where they are put on a strictly "results"

demanded" basis.

Jobbers and Retailers Disagree on Prices

The refusal of the National Hardware Association, the jobbers' organization, to treat with a committee of the National Retail Hardware Association regarding prices and problems relating to distribution was a feature of the convention of the hardware jobbers at Atlantic City recently. The retailers visited Atlantic City for the purpose of appearing before associations of both jobbers and manufacturers and presenting to them a recital of the price discrimination from which it is declared the smaller retailers suffer. The retailers' committee had prepared arguments to the effect that unless many of its members can buy goods cheaper they must go out of business. The jobbers declined to treat the retailers as an association on the ground that recent interpretations of the Sherman Law by the National administration and the Department of Justice indicate that no trade association has the right to do anything that might be construed as restraining the free flow of merchandise from maker to user.

St. Louis "Star" Dispute Settled

The legal dispute between Frederick B. Warren, editorial director and stockholder, and the new owners of the St. Louis Star, was settled out of court, November 11. Warren's suit was dismissed. The terms of the settlement are secret. Mr. Warren retires and says he will "loaf for a year."

Export School in New York

The National Association of Manufacturers has opened a free school in New York for training employees of the association's members who already have had some experience in the export field.

The advertising of the Scott Paper Company, Philadelphia, is now being handled by N. W. Ayer & Son.

One Plan of Recruiting Loyal Salesmen

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How a Big Specialty House Is
Developing Its Salesmen Out of
the Ranks of Workers in Other
Departments—They Are Put to
Work in the Shops and Required
to Write Daily Reports

"O NE hears so much these days about getting sales-men to stick," said the sales manager of a mechanical specialty house doing an annual business of some ten million dollars, "that you almost get the impression there is something mysterious about this thing called 'loyalty.' There's not; it's simply a matter Well paid of dollars and cents. salesmen are seldom disloyal. It's when a man begins to feel he is not successful in his line and begins looking around for other worlds to conquer that he becomes disloyal.

"There are concerns which I could mention that are wasting thousands of dollars by not appreciating that loyalty is a matter of investing a certain amount of money in training men to be suc-Some sales managers cessful.. don't seem to realize that when they spend money to train men without taking steps to insure success—by that I mean careful selection to start with, actual shop training and then a series of promotional steps after they are in the field—they are investing money in a questionable security, because the minute a salesman walks out the door, your investment walks out with him.

"We have developed a method for training salesmen which makes them successful because they know our goods and can actually demonstrate them to the man in the overalls. Consequently they have no desire to leave us and seldom have we any trouble with salesmen leaving our organization.

"Our present plan is so simple as to be almost amateurish, but perhaps that is the reason why it works. The secret of our plan is getting the right kind of men to build on. These we select from our clerical or operating force, but in case we can't get them here, from other sources. dom do we go outside of our own Then we send the organization. salesman-in-the-making out to buy a kit of tools and a pair of overalls. Next we take him to one side and give him the right idea at the outset-we explain what we are going to do for him. tell him frankly that we expect him to get all the information he can in the next few weeks he will be in the shop. We impress upon him the need of gathering sales facts more than mechanical facts about our product, and, above all, the need of getting facts together that have a relation one to the other. We ask him to use his power of observation, reminding him that upon this power his future success will depend to a great extent. We tell him to ask questions, but warn him against asking questions from mechanics who may mislead him.

DAILY REPORTS AS PACE-MAKERS

"He is taught the first elements of salesmanship right at the start by being told that he will be expected to sell his services and his personality to the foreman under whom he is working. As he will be shifted from one department to another just as fast as he masters the work, this will give him a wide experience in meeting and adapting himself to changing conditions, and the type of man he will deal with in the shop will be very similar to the man he must deal with in the field.

"Then more thoroughly to impress the salesman with what we expect him to do in the shop, we give him mimeographed instructions, and ask him to hold an interview with himself every week, and write the result of this interview on a special report, so that the officials can get a line on the man's ability.

"The student is told that every day he will be expected to write down on paper what he has learned and the relation of the different facts to each other, and the part they play in the sales presentation of the proposition. These reports are made out in carbon, and sent to several interested in his progress. The knowledge that these men are taking an interest in his work and reading his reports encourages the student to get the maximum out of each day's work, and insures his remembering what he learns. The fact that he will have to think over each day's work and 'interview himself' will serve to impress each day's work upon

him most forcibly.

"A few months in the shop soon whips our young hopeful into shape. When he finds out all he doesn't know about mechanics, he has a wholesome respect for the mechanical men with whom he must deal in his field work. He loses that 'holier than thou' attitude too common with many school-trained salesmen. He gets to know the mechanic for what After he has gone to he is. the tool-room hunting 'round squares' and 'left-handed monkeywrenches' once or twice, he has a lot of conceit knocked out of him, and by the time he is graduated is ready for an experienced salesman to take in hand and teach.

FROM CANVASSER TO SALESMAN

"So far, so good. The young fellow leaves the shop with a pretty good idea of how our product is made, and we have a pretty good idea of what he knows. Just yet he is a long way from being a salesman, but he has a mighty good foundation, you will admit.

"Next we take this raw material, for that is all you can call the student at this stage, and put him out to fight his way with

some real field problems.

"First of all, we put the salesman-in-the-making out as a sort of canvasser—'specialty agent' we call him. His business is to skirmish around and dig up leads for the salesmen, to help the jobber and do other work leading to the actual closing of orders. Closing orders is a goal held out as a reward for work well done. Later on perhaps we will let him close up an order here and there. Then we will attach him to a branch

as a junior salesman, and, finally, he will see his hopes realized and will be handed an order-book, the ear-mark of a 'graduate' salesman.

"Now just stop a minute and think what has taken place in that salesman's mind during this en-lightening process. He has been lifted out of a rut to start with, for which he is duly grateful. At every stage of the training he has been made to feel that the company is taking a particular interest in his welfare. He is helped over the rough places here and there, and unconsciously a spirit of loyalty is aroused which could be developed in few other ways. Our salesmen are well trained and we can afford to spend time and money in 'post-graduate' training because we know they will in all probability stay with us.

Pears' Soap Paid Ten Per Cent for Twenty Years

Pears' Soap has just come of age. In celebrating the event the directors of A. & F. Pears, Ltd., met recently in London.

Thomas J. Barrett, managing director of the company, presided at the meeting. "During the whole of our twenty-one years," said Mr. Barrett to the stockholders, "we have, we trust, shown you most satisfactory results of our stewardship, having, with the exception of our second year, when we paid you 8 per cent—and an excellent good dividend that is—paid you, for twenty years past, a dividend of 10 per cent on your ordinary shares after having liberally written off more than has been requisite in respect of general depreciations."

Premiums for New Bread Customers

The Bryce Baking Company, of Indianapolis, advertised to give away free 30,000 pictures on a certain day. One picture was given with every two loaves of bread purchased. The pictures were in color, 10 by 12½ inches in size. This campaign was conducted to win new customers and the value of the pictures accomplished the desired results. Below the newspaper advertisement of this offer several picture framers used space offering to frame the pictures at reduced rates.

"Steero" Demonstrations at Soda Fountains

Steero Bouillon Cubes, made by the American Kitchen Products Company, are being demonstrated at winter soda fountains in various cities. Druggists have been induced to use space in newspaper advertising that Steero Bouillon will be served free on certain days.

BED ROCK FOR A SALES STRUCTURE

A Salesman:

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Who knows his customers' business needs,-

Who is depended upon by his customers for help in solving their business problems,—

Who brings them regularly the world news necessary to their business success,-

Who is liked, respected and welcomed throughout the industry on which he calls,—

Is at your service in the advertising pages of the trade or technical journals which are living up to their opportunities and responsibilities.

Of this type are the McGraw Publications:

McGraw Publishing Co., Inc.

239 West 39th Street, New York Philadelphia London

Electric Railway Journal
A weekly journal with a circulation of 8,000 among the excutive heads, operating officials and department heads of practically every electric railway in America.

Electrical World

A weekly journal with a circulation of 20,000 among electrical engineers, central station officials, electrical dealers, jobbers, contractors and manufacturers.

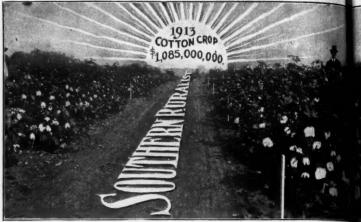
Engineering Record

Circulation of 19,500 weekly among civil engineers, contractors, waterworks executives and engineers in municipal, county, state and government service.

Metallurgical and Chemical Engineering

Circulation 5,800 monthly, among operating officials of ore dressing mills, smelters, refineries, industrial and chemical works, iron and steel mills, and metal treating plants.





SOUTHERN RURALIST, The South's Greatest Farm Paper, is the Straight and Narrow Path to Me

The Conscientious Space Bus Sometimes They Ask Forty, But Gene T

The following dialogue between the A. a. Southern Ruralist, will illustrate how much new

Q. How are conditions in the territory covered by the Southern Ruralist?

A. Better than ever before. Last year the total value of the crops in the entire United States was approximately nine billions of dollars. This year, the states that we cover will have over three billions of dollars to spend. The corn crop in the State of Georgia alone is worth 72 millions of dollars, and a conservative estimate places the cotton crop at one billion and eighty-five millions.

The golden flood has already started and there is more real money in the Banks of the South today than ever before in the history of the country.

What have you done to prove the quality of your circulation?

A. I expected you to ask that question ast at brought along a copy of our issue of October in net Just look over the Editorial on Pape 16, her "Facts and Figures." This was written from 5 of gathered by the Advertising Department, shows that 80% of our subscribers of their own farms, 68% carry bank account 41% own stocks and bonds and real estate, in little difference of their forms. dition to their farms.

It brings out a lot of other interesting facts it will pay you to read it carefully.

Q. What is your total net paid circulation a present time and where does it go?

A. Here's a sworn statement covering every state for the past twelve months. You will note the sahou delivered 203,300 copies of our October 15th are wi

We Landed the Ordo

SOUTHERN RURAL

J. C. Billingslea, 119 W. Madison Street

A. D. McKinney, 31



sperous Southern Rural Homes Where a \$1,085,000.000 Cotton Crop is Now Being Marketed.

Bus Ask Four Questions of Us Gene Thirty-Six of Them Are Superfluous

the A. a Buggy Concern and the A. M. of the w much swers to just four questions will reveal.

at we have not dropped below 200,-net since the 15th of last August.

question |

pe 16, he

k account

ritten from 6 of this circulation is in the Cotton Belt and partness, we over 100,000 in Georgia, Florida, Alacribers and South Carolina.

estate, is ttle over 40,000 copies go west of the River aue. In Florida, our circulation is double ting facts, of all the other Southern Farm als combined, and in Georgia, we lead ext largest Southern Farm Paper by 20,000 culation a libers.

ing every estate circulation map which we issue every ll note as shows our advertisers just where their copy goes, ber 15this to will see that you receive these in the future.

Q. What is your rate, and how does it compare to that of other Southern Farm Papers?

A. Our rate is the lowest of any Farm Paper published in the South. We have made a 25% increase in circulation in the past year, but have not increased our rate, which remains at 75c per line flat.

When this rate was established, we guaranteed and delivered 150,000 subscribers per issue. Since . that time, we have gained more than 50,000, which means an actual saving of 25c an agate line to our advertisers. Figure the cost per line per thousand, and you will find that the Southern Ruralist is the most economical, as well as the most effectual medium in the Southland.

e Orllow About Yours?

ank Building

ISCOMPANY Southern Ruralist Building ATLANTA GA

ATLANTA, GA.

NEW YORK OFFICE: A. H. Billingslea, 1 Madison Avenue

Cut in Advertising Rate Increase in Circulation

BOYCE'S WEEKLIES

The Saturday Blade and Chicago Ledger

Rate for 1914, \$2.50 per agate line per insertion Proved Circulation for 1914. 1.250.000

The following letter was sent Nov. 12, 1913, by W. D. Boyce, Publisher of Boyce's Weeklies, to advertisers and advertising agencies:

Gentlemen:-

I wish to advise you that Boyce's Weeklies-The Saturday Blade and Chicago Ledger, for 1914, will make a cut in their advertising rate, and at the same time give an increased circulation.

Our advertising rate for 1913 is \$3.00 per line. Our proved circulation is 1,200,000 copies weekly.

Our new rate for 1914 will be \$2.50 and we will prove AT LEAST 50,000 increase in circulation, or 1,250,000 weekly for \$2.50 per agate line per insertion.

With the passing of the advertiser who had little or no expense agrees this advertiser who had little or no expense agrees this advertiser who had little or no expense.

expense, except his advertising bills, papers of general circulation must produce results cheap enough for the legitimate general and mail order advertiser to use them extensively.

I recognize the condition and am ready to meet it with

a cut in rate and an increase in circulation.

Boyce's Weeklies have always stood at the top of the list for results and new moves. This new rate is only 20 cents a line for 100,000 proved circulation, or a cut of 20%. As has been our custom for 25 years, the rate and circulation cover the two papers.

Yours very truly.

WD Boyce

W. D. BOYCE COMPANY

500-514 N. Dearborn St., Chicago

Eastern Office, 212 Metropolitan Tower, New York

Methods of Displaying Hands in Copy

The Unusual Number of Ads Using Hands for Display Pur-poses Seems to Indicate that More Judgment Should Be Used in Applying This Feature—Some Copy in Which "Fists" Help

By Gilbert P. Farrar

WHY is it that so many advertisers use hands in their ads?" This is a question that has been put up to me by a number of my friends and correspondents.

The reason for so many hands in our modern ads is doubtless due to the craze among advertisers for human interest. And next to the picture of a man, the most intensely human thing is the picture of a human hand.

There is no disputing the fact that an ad with a hand in it at-tracts attention. Hands are interesting. Some people from them say they can see the past, present and future of a person's life.

vertiser attempts to get into his ad. Hands holding packages, hands holding the article, hands pointing and just hands. Afew years ago nearly every ad had an arrow-or many ar-

But we have too many hands

in use in

present-

day ads. It seems as

though the

hand is the thing

first that the average ad-



HAND WITHOUT A PURPOSE

rows-placed in one or more parts of the ad.

Then along came a shrewd ad man who said, "Whenever you see an arrow think of——" We know what happened to the arrow craze. It was killed.

Now, why doesn't some ad man come along with a phrase, "When-



FIG. 1-THE GOODS LOOK LIKE TOYS



FIG. 4—THE HAND HERE HAS A STRONG REASON-WHY

ever you see a hand remember

Then watch the other ads drop the hands. And they will be just as good—most of them—without hands.

In this article I'm going to put the poor ads ahead of the good ones in order to make the contrast stronger.

Let's consider Fig. 1—the Browne-Morse Cabinet ad.

Is there any good reason for the use of a hand in such a manner. Wouldn't the goods be more



PIG. 5-HANDS IN PURPOSEPUL ACTION

inter esting if they were larger and the hand omitted? Every one, no matter how deficient in general knowledge, knows that such a showing is unnatura1, unreal and unjust to the goods. The goods look more like toys than they do the

imple-



FIG. 6-TO ENLIVEN A DISPLAY

stop

ments of modern business practice.
The Dalton Adding Machine ad
(Fig. 2) is one of the few ads

in which you will find an inactive hand. The hand here is just a hand—just a flat hand:

It will 1 but is the will probably connec. tion of the hand with m a chine all that it could be? Wouldn't it be better to show the machine larger and have the hand touching the keys of the machine? A 1 8 0 wouldn't halftone of a real human hand be better than the line cut?

I remember many years ago watch-



FIG. 7-A PRIZE WINNER

The South Reads Newspapers

It is a proved fact that the people of the South are essentially a newspaper-reading public. There are but few papers in very few large cities of the South which have street sales to amount to a row of pins. The average paper of the South is subscribed for by the year. It is thoroughly read by every member of the household (average, five to the paper). Each family takes its favorite paper. There is but little duplication in the circulation of Southern papers. The editor knows his readers and his following is strong. These Southern newspapers are in intimate relations with their readers and their influence is tremendous.

The Magazines of National Circulation do not cover the South very thoroughly. Their statements show only about ten per cent of their total circulation in the South.

The wise, successful advertiser has investigated these conditions. He knows how rich the South is, how valuable its trade. He is using the Southern newspapers. He is pleased. Investigation will pay you.

ALABAMA

Birmingham Ledger Birmingham News Mobile Item Mobile Register Montgomery Journal

ARKANSAS Little Rock Democrat

Jacksonville Metropolis Jacksonville Times Union

GEORGIA

Albany Herald
Albany Herald
Atlanta Constitution
Atlanta Journal
Augusta Chronicle
Augusta Herald
Columbus Ledger Macon Telegraph Savannah News

LOUISIANA New Orleans Item New Orleans Times Democrat

NORTH CAROLINA Asheville Citizen Charlotte News

Raleigh News and Observer Raleigh Times Winston-Salem Sentinel

SOUTH CAROLINA Anderson Mail Columbia State Charleston News and Courier Charleston Post Greenville News

TENNESSEE

Spartanburg Herald

ENNESSEE
Chattanooga News
Chattanooga Times
Knoxville Journal and Tribune
Knoxville Sentinel
Memphis Commercial Appeal
Nashville Banner
Nashville Democrat
Nashville Tennessean

Dallas-Galveston News Houston Chronicle

VIRGINIA Bristol, Va.-Tenn., Herald Courier Lynchburg News Richmond Journal Richmond News Leader

For full information as to rates, circulation, territory, jobbers, etc., address papers direct

MEMBERS OF

The Southern Newspaper Publishers' Association

To a Manufacturer of Food Products:

ERCHANDIZING isn't a discovery—it's a selling argument. While others have been theorizing on the subject, this agency was at work-doing it. Let me give you a few instances: The sales possibilities of cans, bottles, counter cases, window displays, Calkins & Holden have always recognized. For example, they took the old gray hat box of commerce and made IT sell hats. determine marketing possibilities, jobbers', retailers', and salesmen's attitudes, obstacles to be overcome, etc., is no new idea. Calkins & Holden have always done these things. The same thoroughness and distinction you see in C & H copy permeates every department of their merchandizing service—and always has. I It will take you a minute to read their booklet, "Steps," but it took years on both sides of the counter in retail stores. years of experience in handling advertising campaigns, years of study of marketing possibilities and merchandizing methods, to produce it. I should be glad to send you a copy.

Herrien

These letters by Mr. Berrien of our staff will appear weekly in Printers' Ink.

CALKINS & HOLDEN New York





FIG. 8-WORTH STUDYING AND ADAPTING

ing compositors in a printing office "dig" in the case for "fists" (as cuts of hands are called by most printers) for placing in front of important lines of display mat-When I asked why so many were used, I was told that they attracted attention to important parts of the copy.

The hand in the Pompeian Olive Oil ad (Fig. 3) is the same kind of a "fist" that has been used for several years—just a hand point-ing. This is the kind of hand that the advertising business can do without. "Why?"

Because it means nothing. The hand has action-in a way-but it does not give the goods the proper showing. Leave the hand out and let the goods talk. Let the reader remember the can and the name of the can, rather than have the reader remember and look for the "fist."

Now for some bouquets.

In the Pompeian Olive Oil ad (Fig. 3) the hand is simply pointing. In the Fownes Glove ad (Fig. 4) the hand is also pointing.

But there is a reason for the hand in the Fownes Glove ad. That reason is the glove—the gloved hand. "It's the goods." The hand is also pointing to the name to look for on the gloves. If the hand in the Pompeian

Olive Oil ad were pointing to the name there would be more of an excuse for it. But the can of olive oil, to my mind, is strong enough, especially with such a good heading as there is on this ad.

The Pike Sharpener ad (Fig. 5) is a good use of the hands. The goods are in action, and the ac-tion is natural and familiar. If the black-rule border around this ad were forgotten and the ad spaced out more in the body, it would not be so cramped and crowded, and the large cut of the sharpener would have a better chance of being seen.

Fig. 6 is a good sample of using the hand to enliven a display of the goods and also to show the relative size of the goods. using the hand, however, trade-mark has suffered. trade-mark should be larger, and it usually is on most of the ads out out by Cheney Brothers.

To make a line drawing of a hand is most difficult. I have yet to know an artist who was not a bit weak when it came to drawing in black and white lines a good hand.

I don't know who is responsible for the hand shown in the Edison-Mazda Lamp ad (Fig. 7), but I will venture to say that it's the best line drawing of a hand that I've seen in a long time, and it will be some time before anyone does better on this kind of a drawing. Even so, is this hand absolutely essential? Wouldn't the lamp in action-throwing out light in a dark corner-be better than this display?



FIG. 9-USED TO REAL ADVANTAGE

theory that you cannot

dotwo

things at once has

been exploded.

nthe

Fownes

Glove ad (Fig. 4) the hand does

two things

at once shows the glove and

points out the trademark but-

The Zira C i g a r - ette ad (Fig. 9) also does two things at once—shows the c i g a r -

ette and also

That some advertisers are beginning to understand the hand and its use in ads is shown in Fig. 8. Here only a small part of each hand is shown, but it is enough. And the hands here are quite necessary. But the advertiser was quite right in giving his goods more of a show than the hands in this braid advertisement.

The old



FIG. 10—SHOWING HOW SIMPLE IS THE USE

the package.

This is using the hand to real advantage—making it serve a real purpose, rather than just putting in a hand to fill the space.

The New-Skin Company has used hands in its ads for so long that the two hands using New-Skin, as shown in Fig. 10, have to all intents and purposes become

a trade-mark.
Personally, I've found New-Skin very effective on my arms, limbs, feet and even my face. Perhaps it's just as well to feature New-Skin as a remedy for the hands and make a trade-mark of it, but why not give other parts of the anatomy a chance? Human nature is slow at self-suggestion, but quick to follow the leaders in suggestion.

Representatives' Club Hears Agency Men

Members of the Representatives' Club, New York, were treated to a few frank criticisms and suggestions Monday, Nov. 17, regarding their relations with advertising agencies. The speakers were O. H. Blackman and Earnest Elmo Calkins.

Mr. Blackman deplored the tendency of many solicitors to "kmock," and held up the type of soliciting being used by one publisher as an example. This publisher lays particular emphasis on the value of the class of magazines to which his belongs, and aims to sell advertisers on that point before he attempts selling his own paper as a specific medium. In outlining how a modern agency compiles a list of mediums, Mr. Blackman explained that publishers would do well to keep advertisers informed as to how their mediums dovetail into the advertising plan. While most mediums automatically select themselves, he said, in many instances the selection was largely influenced by educational work done by the publisher on the advertiser.

automatically select themselves, he said, in many instances the selection was largely influenced by educational work done by the publisher on the advertiser. Mr. Calkins described the kind of solicitor that was the most effective in dealing with an agency. He divided all solicitors into four classes: the foolish, the simple, the sleepers and those that "know what they know and know they know it." The latter type, he held, were always welcome, and coming as they do to the agent with intent to help, they succeed in "selling" themselves even if they fail to sell their publication.

publication.

The meeting on Monday was the regular annual meeting. William A. Sturgis, Review of Reviews, was elected president for the coming year. D. J. Payne, of Vogue, was elected vice-president, H. M. Hobart, of Woman's World, 2nd vice-president, C. B. Spinney, of McCall's, secretary, and Nigel Cholmeley-Jones of McClure's, treasurer. R. F. Blanchard, of Vogue, J. H. Ford, of Woman's Home Companion, O. S. Kimberly, of Doubleday, Page & Co., Frank W. Nye, Butterick Publishing Company, E. T. Bromfield, of Good Housekeeping, Paul W. Minnick, of W. C. Kimball, Inc., and Conrad B. Kimball, were elected directors.

Glass Is Alabama Senator

Frank P. Glass, editor of the Birmingham News and president of the Montgomery Advertiser, was, on November 17, appointed United States Senator by Governor O'Neal, to succeed the late Senator Joseph F. Johnston. The term expires March 3, 1915.

The George B. David Company, of New York and Chicago, has been appointed advertising representative of the Mobile, Ala., Post.

John J. Collier has succeeded John T. Windrim as president of the Evening Telegraph, Philadelphia.

"Display Advertising Has Gone to Seed",

says Louis Macey, a farmer of Lincoln County, Nebraska, in an article published recently in THE NEBRASKA FARMER.

Mr. Macey's article "The Farm Paper for Farmers," tells what a real farmer thinks about farm papers and about farm paper advertising.

Believing that every advertising man—all advertisers, agents, publishers and representatives—should read this article, we have reprinted it in a a little pamphlet, together with an editorial on "Advertising" that was prompted by Mr. Macey's contribution and was published in the same issue of THE NEBRASKA FARMER.

We shall be very glad to send a copy of this pamphlet to anyone of the advertising fraternity who requests it.

Ask also for a copy of THE NEBRASKA FARMER if you have not seen it lately.

THE NEBRASKA FARMER

Nebraska's Real Farm Paper LINCOLN



Chicago: Steger Building D
New York: Fifth Ave. Building
St. Louis: Globe-Democrat Building
Minneapolis: Globe Building

D. C. Kreidler, Manager S. E. Leith, Manager C. A. Cour, Manager R. R. Ring, Manager

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Club, frank Nov. adwere Elmo

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This Ad Is Worth Reading

If you can advertise your goods where and when you choose —

If you can secure "copy position" equal to the other fellow's and can control circulation —

If you can make your advertising continuous, and spread and proclaim its story all the time —

If you can show your article, package or product in colors — as it appears in the dealer's store —

If you can reach the class and the mass at one and the same time —

If you can influence the dealer and show him, his salesmen and your salesmen that you are really advertising —

If you can quickly secure distribution in new territory and stimulate sales in old —

If you can secure all these selling features from the use of one medium, isn't that medium worth your thought and investigation when planning your 1914 campaign? And if all these "ifs" are facts, isn't it sound business sense to use that medium?

Poster Advertising is the medium which combines all these unusual advantages, and these facts explain why it is the form of publicity around

which many of the largest advertisers build their campaigns.

We know Poster Advertising from the creation of the poster to the placing of business throughout the entire United States and Canada. Without a doubt, we can render real service and be of great assistance to you in planning a poster campaign. Our organization is experienced in marketing, selling and advertising, and solicits a chance to show what it and the medium can do for you.

Ivan B. Nordhem Co.

POSTER ADVERTISING

OFFICIAL REPRESENTATIVES
POSTER ADVERTISING ASSOCIATION
UNITED STATES AND CANADA

BESSEMER BUILDING

PITTSBURGH, PA.

BRANCHES

PHILADELPHIA, PA. BUFFALO, N. Y. CLEVELAND, OHIO
802 Chestnut Street 1044 Marine Nat'l Bank Bldg. 414-18 Rockefeller Bldg.
CINCINNATI, OHIO MILWAUKEE, WIS.
815 First Nat'l Bank Bldg. Merchants & Manufacturers Bank Bldg.

Minneapolis, Minn. Kansas Cirry, Mo. Grand Rapids, Mich.
Metropolitan Life Bldg. 5th Floor Merry Bldg. 519-20 Murray Bldg.

Co-Operative Selling **Organizations**

A Census Made for PRINTERS' INK Throws Light on the Enormous Marketing Activities Carried on by Fruit-Growers, Truck-Gardeners. Etc., Who Are Banded Together for Selling Protection

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Special Washington Correspondence

UITE aside from the direct economic benefit which systematized distribution and marketing can confer upon manufacturers by cutting the cost of their raw material is the broader significance of co-operative selling as an al-legedly ideal means of placing a finished product in the hands of the ultimate consumer. It is in that light, probably rather than from the more restricted self-interest that the average manufacturer will be keen to follow the Governmental investigation of marketing methods and to note the Federal procedure in encouragement of co-operative mar-keting. And because the les-sons of co-operative distribution can be learned from one field as well as another it is worthy of note that in no sphere has this method made more notable advance than in certain sections of the agricultural indus-

Certain classes of producers, notably the fruit-growers and vegetable-growers in some sections, have not only developed the basic co-operative principle but have applied it in co-operative advertising and other activities, the moral of which would seem to be applicable in the case of many

diverse lines of goods.

A CENSUS OF CO-OPERATIVE ORGA-NIZATIONS

It is because the experience of those who have gone before on the pathway of co-operative selling may be of value to those who are tempted to follow that an effort has been made to make for PRINTERS' INK a census of some of the most successful co-operative organizations. Authorities

who have made a study of the subject are almost unanimous in the opinion that associative marketing is the best system under favorable conditions. Among the advantages claimed for this system are the lower freight rates obtainable for quantity shipments—say, carload lots; the command of transportation facilities by a strong association when an individual shipper would be neglected and powerless; improved information service from trade centers with regard to prices and market conditions; uniformity in labeling, packing, grading, etc., all tending establish dependability quality; and the benefit derived from the use of a common trademark that is given greater pub-licity than it is possible for the average individual producer to secure for his own exclusive mark. It is perhaps only fair to set over against these advantages the one disadvantage, or rather weakness that has been disclosed in this system, namely, the tendency of a producer, here and there, to not sell all of his products through the association but to market a portion of the output through other channels if higher prices be thus obtainable.

The essential features of the practical management of leading American co-operative associations and kindred agencies may be summarized as follows:

The Thorsby Fruit & Truck Growers' Association of Thorsby, Ala., consigns its products and pays ten per cent on gross sales.

The Yuma Valley Produce Growers' Association of Yuma, Ariz., pools its products, and all producers receive the same price for products of even grade.

Judsonia Fruit and Vegetable Growers' Association of Judsonia, Ark., formed originally to correct abuses in shipments, handles carload lots for members and charges three per cent on gross sales,

which covers all expenses.
California Farmers' Union of
Fresno, Cal., grows, manufactures, packs and sells its own product—all goods being pooled and sold just the same as for one man.

The California Fruit Growers' Exchange is an organization which acts as a clearing house through which 6,500 growers distribute and market their fruit. The exchange embraces 115 local associations and 17 district All these and the exchanges. central exchange are managed on a non-profit co-operative basis. Each association in the exchange has its own brands for each grade of fruit, whereas the central exchange conducts the extensive advertising campaign to increase the demand for citrus fruit.

NOTES REGARDING FAR WESTERN ASSOCIATIONS

California Vegetable Union, Los Angeles, Cal., engages in the business of packing, shipping and marketing California vegetables,

mostly in carload lots.

The California Walnut Growers' Association of Los Angeles, Cal., is an amalgamation of more than 20 local associations. It makes uniform rules of grading, etc., to which walnuts must conform to be marketed under the association brand.

Celery Growers' Association of Santa Ana, Cal., requires its members to deliver or turn over to it all celery grown or controlled by them to be marketed by the asso-

ciation.

Lima Bean Growers' Association of Oxnard, Cal.. has put in force a system of inspection which has resulted in better quality as well as higher average

prices.

California Mutual Orange Distributors of Redlands, Cal., is a federated co-operative organization made up of 22 local associations of growers of oranges and

lemons.

Redlands Orange Growers' Association of Redlands, Cal., is addressing itself especially to the problem of moving a constantly increasing crop by inducing retailers throughout the country to vary prices in accordance with the varying market conditions under which they buy instead of, as at present, maintaining a uniform price regardless of the fluctuations

noted in the wholesale quotations. California Fruit Distributors, Sacramento, Cal., is made up of 14 shipping organizations, and, as in the case of so many such organizations, does not buy a pound of fruit, but merely confines its efforts to marketing the output of its members, all service being rendered at cost.

Sebastopol Apple Growers' Union, Sebastopol, Cal., has as its object not only the marketing but the standardization of apples.

Vacaville Fruit Growers' Association of Vacaville, Cal., not only markets the fruit of its members but buys supplies at wholesale, which are retailed to members. From the receipts from sales of fruit all running expenses are deducted, and the surplus is then divided among the members pro rata in proportion to the gross proceeds from each member's shipments.

Grand Junction Fruit Growers' Association of Grand Junction, Col., furnishes its 1,000 members with all supplies for the growing and packing of their fruit, such as spraying machines, spraying material, boxes, paper, nails, etc.

The Rocky Ford Melon Growers' Association, Rocky Ford, Colo., sells the cantaloupes produced by its members at an office expense of about 2½ per cent of the net returns.

Florida Vegetable Growers' Association, Sanford, Fla., has up to this time made no sales direct to consumers, but hopes to in the future get more directly in touch

with consumers.

A WHEELS-WITHIN-WHEELS ORGANIZATION

The Florida Citrus Exchange, which has its general offices at Tampa, Fla., is a non-profit cooperative institution which acts as general sales agent for its various constituent organizations. As in the case of so many of the latter-day co-operative selling organizations the scheme is one of wheels within wheels. Individual growers form local associations; groups of these in respective districts unite to form sub-ex-

27% Increase

On October 1st the Circulation Department of THE HOUSE BEAUTIFUL was merged with the Circulation Department of THE ATLANTIC MONTHLY.

It is usually perilous to change subscription methods at the opening of a subscription season, but in this instance we were able to do so with marked success. The subscription receipts for THE HOUSE BEAUTIFUL during the month of October were substantially ahead of last year.

The experiment seems further justified by the fact that for the first 12 days of November they have run 27% ahead of last year.

THE HOUSE BEAUTIFUL PUBLISHING CO., Inc.

MacGREGOR JENKINS, President

Nov. 14, 1913.

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The December 14th issue of The Public Ledger will include the most remarkable supplement ever issued by any newspaper.

(Edition 125,000 Copies)

Utilizing a recent discovery in color plate processes, the Public Ledger has reproduced the famous William Penn paintings, executed by Violet Oakley, now an impressive feature of decoration in the Pennsylvania State Capitol.

Scaffolds were erected—the "color separation" was made from the paintings themselves. In their finished form, the reproductions show every color tone of the originals.

They are worthy a place in any art gallery or collection.

The Public Ledger supplement of Sunday, December 14th, will contain six of the fifteen pictures.

The remaining nine will be included in the seven subsequent Sunday issues.



INDEPENDENCE SQUARE, PHILADELPHIA

changes, and these in turn compose the exchange itself.

Boise Valley Fruit Growers' Association, Boise, Ida., is striving for quality and uniformity of pack.

Similar objects are sought by the Lewiston Orchards Association of Lewiston, Ida.

Co-operative selling of milk is being urged by the Milk Producers' Association, Chicago, Ill. (3,000 members), largely because of a cut in price imposed by the Borden Condensed Milk Co.

Warren County Strawberry Growers' Association, Bowling Green, Ky., buys supplies as well as markets berries.

Fertilizer is bought in quantity from manufacturers by the Aroostook Potato Growers' Association,

Presque Isle, Me.

Promotion work for the purpose of widening the market for cranberries is under way by the New England Cranberry Sales Co., Middleboro, Mass.; the American Cranberry Growers' Association of Harmonton, N. J., etc.

Hamilton Fruit Association of Hamilton, Mont., has adopted detailed rules requiring that all of its 60 members shall deliver to it for sale only perfect fruit, carefully wrapped and packed in clean boxes properly marked.

HOW ROCHESTER EXCHANGE MARKETS

The Growers' and Shippers' Exchange of Rochester, N. Y., is one of the progressive institutions of this class which by its policy and platform indicates the ultimate function of co-operative selling organizations. Speaking of the operations of this exchange recently the secretary said: "An effort was made through advertising to sell direct to the consumer, but this was found more expensive than working through large department stores or companies owning a number of grocery stores. The exchange had sale days for boxed apples in several cities, at which time it offered to deliver to any house in these cities at the flat rate of \$2.25 per box. It was found that it cost the exchange a fraction over 36 cents

per box to make deliveries, and better prices resulted from an arrangement made with some department stores, which paid the exchange \$2 per box, and sold on certain days to consumers at \$2.25 per box, the retail price advertised by the exchange.

RETAILERS HELP TO SUCCESS

"The efforts of this organization to set retail prices on small packages of farm products have been successful, particularly when special arrangements have been made with large retail dealers. The public station for sorting, grading and packing farm products into small, registered, trademark packages is necessary, however, if the producer is to succeed in fixing the retail price. It does not seem advisable for cooperative organizations to undertake packing and sorting except through such a station. Our organization has found it possible to standardize the retail price on farm products by using a package small enough in size to pass through the dealers' hands without losing its identity by being divided into smaller packages before reaching the consumer."
The Hood River Apple Grow-

ers' Union of Hood River, Ore., is a co-operative association which has 40 members, and its fruit is put up under a blue-diamond label which has been copyrighted, and which, as the secretary says. "is known the world over as a

standard of quality."

All of the foregoing may appear as but random snap-shots in a field of too vast scope to be considered in a brief article, but these instances may at least be cited as indicative of a general trend in the direction of co-operative selling.

Baltimore Ad Men's Letter Display

The Exhibit Committee of the Baltimore Advertising Club—a subdivision of its educational committee—is arranging a display of "result-producing sales letters." This will be open to the public. The committee has asked advertising agencies and business concerns to contribute single letters or series of letters that have brought satisfactory returns.

How Baked Potatoes Are Featured in Railway Advertising

Out on the Northern Pacific Railway between St. Paul, Minneapolis, Duluth, Winnipeg and the Pacific Coast, a very popular article of diet is "The Great Big Baked Potato" served in the company's dining cars. There are over fifty of the dining cars in service and to supply the hungry patrons, ton after ton of potatoes is required. A limit of



two pounds is established, and only those tubers which weigh two pounds or more are eligible for service. The great big baked potato has been identified in the advertising of the company for several seasons, but this fall a new campaign was instituted in which the big spud is being featured on posters in the chief cities of the Northwest. A reproduction of the poster is shown herewith.

A reproduction of the poster is shown herewith.

Upon a striking yellow background an enormous potato appears with all the lifelike characteristics of a "hot one" fresh from the oven and ready to delight the palate. It is pointed out that this poster is not alone displayed for the purpose of making a sensational appeal. Incidentally it is a sample of the productivity of the Northern Pacific territory, as the big potatoes are all grown in sections adjacent to the line.

Young Succeeds Crisp in Cleveland

Lloyd W. Young has been appointed advertising manager of The Bishop-Babock-Beeker Company. Cleveland, succeeding Richard C. Crisp, resigned. For two and one-half years, Mr. Young has been advertising manager of The Billings-Chapin Company, and prior to that was sales manager of the Garry Iron & Steel Company, both of Cleveland.

Carpenter-Scheerer List Expands

The Carpenter-Scheerer Special Agency, of New York and Chicago, has secured the Eastern and Western representation of the Litchfield, Ill., News-Herald, the Kankakee, Ill., Gasette, the Mattoon, Ill., Commercial-Star, the Crawfordsville, Ind., Journal, and the Fargo, N. D., Courier-News.

"Stop the Leaks," Says Ad Man to Ohio Convention

E. S. Ralph, of Springfield, O., addressed the Tri-State Implement and Vehicle Dealers Association, which me in Louisville last week, on "Some Don'ts in Advertising." Among other things he said:

Don'ts in Advertising." Among other things he said:
"Advertising is always a boomerang. It always comes back, and you cannot dodge it. Every man is advertising every minute of every day. Neatness and precision in your store are indispensable advertisements. Your employees are living advertisements at all times. Do not lie about your goods, and do not let an employee do it for you. It is easy to write ads that will sell no-account goods at a profit, but you will go out of business it you keep it up.

"Do not waste your advertising. "Do not waste your advertising. Many have the mistaken idea that printed circulars are cheap, and when the manufacturer sends them out dealers allow them to get so disreputable-looking that it would be an insult to give them to prospective customers. The manufacturer wants you to have all the advertising matter you need, and does not want to appear stingy, but remember that someone is going to have to pay for it all. If you desire efficiency, stop the leaks."

This Time It's a Girl

Bauman & Co., jewelers, of Chicago, have introduced a new advertising character, the "Bauman Girl," who will appear in all the future advertisements of this concern. Each time she appears a different piece of jewelry will grace her charming personage. The idea is to depend upon the use of the "Bauman Girl" in various poses to win the public by allowing her to suggest the latest dictates of fashion's fads and fancies.

"In Detroit Life Is Worth While"

"Try 3 Free" is the phrase that is printed eight times in the border design of the copy being used by the West Side Brewing Co., Ltd., of Detroit. To prove the quality of the beer this concern offers to send a case of 24 bottles to any address and then if the buyer does not like it the company will call for the 21 bottles left and refund the money.

Escher Buys "Investment"

Investment, the monthly investment review of the Bankers' Magasine, has been sold to Franklin Escher, for many years financial editor of Harper's Weekly, by whom it will be conducted as an entirely independent publication.

Clark Leaves Blackman-Ross

Guy Gaylor Clark, for four years art director of the Blackman-Ross Company, New York, has become vice-president and secretary of the Carlton Illustrators, Inc., New York.

All About Mexico in the January World's Work

The World's Work in January will tell all about Mexico,—who's who and what's what. From the mass of rubbish and reports, and the heated volume of controversy, it will separate the truth and present it in an interesting and informative way. And this will come just as everyone is thinking and talking Mexico, and the Mexican situation occupies the most conspicuous place among all the problems of the government. What we ought to have known before is necessary information now, because the interests of the United States in Mexico, commercial and political, are unbelievably large. Whatever turn affairs may take, Mexico will be an object of interest and solicitude to Americans for years to come.

Eight years ago, on the eve of the war between Japan and Russia, a special war number of The World's Work became the handbook of thousands in following that history-making contest. While every sane man hopes conditions will not now bring on war, another number of a big, timely constructive magazine like The World's Work can render a real service by interpreting this imminent struggle—whether it is to be fought by statesmen or by soldiers.

MEXICO

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THE ISSUES
THE CONSEQUENCES

and besides

all the regular features that have brought together and held the friends and readers of The World's Work.

The special advertising value of such a number is obvious. Long life, larger newsstand sales, appeal to people of affairs, and a low rate all contribute to the opportunity this number offers.

May we send comparative rates and statistics?

DOUBLEDAY, PAGE & COMPANY

THE WORLD'S WORK

11 West 32nd Street

New York City

447 Tremont Building Boston, Mass. Peoples Bank Building Chicago, Ill.

Trade Openings in TROY

Tremendous trade openings have been made or are in the making in the Troy district.

Fast nearing completion, the \$101,000,000 Barge Canal will pour an enormous volume of business at our very

The mammoth Hudson River dam, to be built at Troy, will prove an incalculable stimulus to the manufacturing industry, supplying power at a greatly lowered cost.

Deepening the Hudson for ocean-going steamers-a Government project-will make Troy the terminus of water traffic to an extent unrivaled by any inland city.

Within the Troy district one of the largest and best equipped railroad shops on the continent has just commenced operation.

Building of every nature is forging ahead by leaps and bounds; prosperity, prospects and profits were never so great.

It shouldn't take a particularly far-sighted advertiser to see that this is a territory fine to be first in.

The Troy Record

Strategic Advantages of Newspaper Files

CAMPBELL-EWALD COMPANY
DETROIT, MICH., Oct. 30, 1913.

Editor of PRINTERS' INK:
Will you please advise us, from your index of articles which have appeared in PRINTERS' INK, if there has been anything referring to systems used for the filtre of newspapers.

thing referring to systems used for the filing of newspapers.

There are a number of systems suitable for filing newspapers where only a few are received, but where country and weekly papers for two or three states are received and the big dailies from all over the United States and parts of Canada, it becomes an enormous job

parts of Canada, it becomes an enormous job.

We desire to keep the papers for from sixty to ninety days, which in all cases will be until considerably after the invoices have gone through and the accounts settled. After that time they can be discarded from the bottom of

Possibly you know of some one who has figured out such a system or some concern who manufactures or sells a filing device suitable for the purpose.

Frank J. Campbell.

A very complete file is maintained by a New York advertiser who is a large user of newspapers. To operate this file six boys are kept busy filing and sorting pa-pers, and a big filing room is required for the bins

The papers are first sorted by the boys according to State and city. then spread out flat, and passed on to the checkers, each of whom is responsible for a particular division of the country. checker marks each paper with an "X" in case the ad is not cor-rectly inserted, with a "?" in case there is any room for a dispute, and with his O. K. stamp and initial if the ad is according to contract.

When the checker completes his work the papers are folded in half, then in half again, leaving the paper full width but folded so as to show name. The last fold is made with the crease parallel to the column rule, leaving a seven-column paper about 6x8 inches in size, with the checker's mark showing in the corner.

After folding, the paper is filed by date in a pigeon-hole assigned to that publication. Wire pigeon-holes are used in preference to wood as they are more cleanly.

Each barred space holds an issue. Papers are retained as far back as three months, and when there is any question as to position, are never thrown away without an order. A clerk is kept busy doing nothing else but looking after position refunds and re-insertions.

At first thought this might seem like a lot of trouble for no Most advertisers are purpose. satisfied to check the various papers day by day and throw them Others leave it to the however, There are, agency. many reasons for maintaining a complete file of newspapers, at least, in territories where advertising campaigns are being conducted, reasons which those who maintain files claim more than compensate them for the expense.

In the first place a file like this enables the advertising manager to keep his finger on the pulse of trade conditions in different territories. He hears of a competitor becoming active in Tuscaloosa; "Bring me the Tuscaloosa papers." Here he sees just what conditions in Tuscaloosa are. If the activity is of a serious nature, steps can immediately be taken to counteract the competitor.

Then in the matter of position: a publisher refuses to give the advertiser a preferred position when the contract is sent to him to sign. "Nothing doing on the front page" comes back the letter. "Bring me the files of the Buffalo Blazoon," says the advertising manager. Two weeks ago the Buffalo Blazoon ran an ad advertising its advertising on the front page. "Ah, ha!" from the advertising manager, "if it can run its own ad it can run mine." And so they compromise by top of column, second page.

There are several other reasons why the advertiser placing a great amount of newspaper advertising should maintain a well-kept-up file of newspapers in his own office, and while it means trouble and some expense, it is the belief of those who use the system that it does not take long for the advantages to offset the cost.—[Ed. PRINTERS' INK.



Guarantee of Public Service Bond

This Certificate will be presented to every buyer of 24-lb. folio white PUBLIC SERVICE BOND, Vellum Finish, letterheads and envelopes, in any quantity up to ten thousand. It is the Absolute Guarantee of The Taylor-Burt Co. Papermakers that business stationery printed on 24-lb. folio white PUBLIC SERVICE BOND, Vellum Finish, will give satisfaction—you to be the judge.

When the stationery is received, notify The Taylor-Burt Co. Papermakers of the name and address of the printer supplying the 24-lb. folio white PUBLIC SERVICE BOND, Vellum Finish, having the printer endorse this Certificate with the date and quantity of the order. The use of the letterheads and envelopes

may begin at once.

After actual test, if the paper is not, in your judgment as satisfactory in appearance as letterheads and envelopes made of * any other bond paper previously used, no matter what it cost—notity The Taylor-Burt

Co. Papermakers of the fact.

The Taylor-Burt Co. Papermakers will immediately supply, in place of the 24-lb. folio white PUBLIC SERVICE BOND, Vellum Finish, which has proved unsatisfactory in appearance, a similar quantity of stationery, printed at our expense, on any procurable brand of bond paper specified by the holder of this Certificate—no matter what that paper costs.

(Your printer will hand you this guarantee when he delivers the stationery—don't let him forget it)

*Exception—The only bond paper which will not be supplied under this Guarantee is Crane's Bond, which we concede to be of better appearance than PUBLIC SERVICE BOND. Vellum Finish, but which costs your printer nearly four times as much as PUBLIC SERVICE BOND. Note also that this guarantee applies only to 24-lb, folio white—24-lb, being the correct thickness and white the color that we recommend as best for letterheads and envelopes.

THE TAYLOR BURT CO. PAPERMAKERS

We have a very fine exhibit of what your printer can do for you on Public Service Bond. Send for it

President

THE letters you write asking for business are the most important letters that leave your office.

A scientific investigation has recently been made which proved beyond peradventure that the character of the paper used has very great influence on the effectiveness of letters asking for business.

Especially has this investigation shown that the thickness of the paper and the distinctiveness of its surface have a marked effect on the results obtained from salesletters. As a man reads your letter he thinks of what you say, but he feels the way you say it and he forms his judgment of you and your goods or service from the appearance and "feel" of the paper on which your letter is written.

Men have received letters written on PUBLIC SERVICE BOND and have been so impressed with

these letters that they have decided that their own letters ought to be written on that paper-even if it cost them much more than the paper they had been using. Their surprise was great when they found, as you will find, that PUB-LIC SERVICE BOND, Vellum Finish, is not an expensive paper - it may cost you less than what you are now using-and you have only to compare it with any other Bond Paper to be convinced that it has that charm and beauty of surface, that sturdiness of "feel"-in short, that indescribable something called "character." which, having convinced you, will convince those to whom you write.

REMINDER

Write Taylor-Burt, 5th Avenue Building, New York, for samples of their guaranteed Public Service Bond, Vellum Finish.

Address for Samples

The Taylor-Burt Co. Papermakers
FIFTH AVENUE BUILDING NEW YORK
MILLS AT HOLYOKE

Advertising in the Newspapers Over Dealer's Name

How One Advertiser Got the Right Type-Effects for His Dealer Ads by Out-Generaling the Compositor—Effort to Get Right Handling Worth the Trouble Put into It

By Alexander D. Walter
Advertising Manager, W. W. Lawrence
& Co., Pittsburgh

THE manufacturer who carries newspaper advertising in small towns over his local dealer's name has many little difficulties

to handle.

He will discover early in his experience that the average newspaper compositor—we say the average, for we are all truly thankful for the rare exceptions—is not an expert in even so simple a matter as setting up the dealer's name at the bottom of an electrotyped advertisement.

Right at the start many an advertising man would quickly doubt the efficiency of the little forty-two-line adlets shown here, but favorable reports from a number of small town dealers are sufficient evidence that these ads bring genuine results and sales.

A proof sheet consisting of a series of twenty-eight single-column advertisements, all of a uniform depth, is sent to each dealer for him to select the advertisements he wishes run in his local paper. Then the electros local paper. Then the electros are sent to the various newspapers through an agency, with instructions to set up the dealer's name at the bottom of each ad in 12-point bold-face caps, his business in 10-point caps, and the address in eight-point caps. der this is to be set a six-point These type solid brass rule. specifications were given separately for each line, with the typewritten name and address, so that it was all extremely clear.

With all the advertisements being single-column and of a uniform depth, it was thought matters would be simplified very much. And they were, so far as space charges and checking were concerned, but not so with the setting up of the names and addresses, for this was everything but uniform.

Less than three per cent of the papers followed instructions. Quite a number set only the dealer's name, entirely omitting his business and address, in eightpoint upper and lower case. A few used as large as 18-point caps throughout, and a great many of the papers leaded out the names so far from the ad that the reader would hardly suppose they had any connection

Make the Bath Tub New and White

It is an easy matter to make your tub look like new with

LAWRENCE Bath Tub ENAMEL

A pure, durable white enamel that is made for use on bath tubs. It is so easy to apply that anyone can get the most beautiful results. Let us tell you how.

CHAS. F. EGGERS
BUILDERS' SUPPLIES AND PAINTS.
UNIONTOWN, PA.

NOT A PART OF AD BUT FITS IN WELL

with the little advertisement poised gracefully in the air so far above. This latter case enabled the papers to charge for more space, so perhaps the hungry business - manager - editor was guilty of the composing.

Not over three or four of the papers used the six-point rule specified. Many of them used a two-point rule, but a large majority of the papers seemed really possessed of no rule at all.

Notwithstanding these difficulties, there were not more than two or three complaints from the dealers, and many times as many messages of appreciation and en-

couragement.

A very simple remedy for the trouble with the name set-ups was soon hit upon. Each dealer's name was set up in the advertiser's printing plant and then electrotyped. This assured its electrotyped. being uniform, readable and well displayed. Then, with each set of advertisement electrotypes sent to a paper the electro of the dealer's name is also sent. All being



and you have a good-as-new chair, swing, rocker or table. Your choice of six clear, rich shades. Beautiful results, easy to do-try it today.

M. B. HARGRAVE DRUGS AND PAINTS

FULTON, N. Y.

SIGNATURE ELECTROTYPED BY THE MANU-FACTURER

single-column, the newspaper compositor has only to set the name electrotype squarely at the bottom of any of the electros of the advertisements.

In towns where the paper is published weekly, one advertisement is run in each issue. In the daily papers an advertisement is published on each Tuesday and Thursday. Each dealer gets from four to eight advertisement electros, and these are run in rotation throughout the Spring and Fall seasons.

These single-column advertisements are run only in the smaller cities and towns, a complete new series being brought out each year.

The encouragement many of the dealers give to this newspaper advertising is convincing evidence that small space can be made to vield excellent results in towns up to a certain size.

But where the advertising is carried on in the larger cities it has been found advisable to use more space. Uniform electrotyped borders are used throughout these city campaigns, starting off with three-column advertisements 71/2 inches deep, followed by two-column 71/2-inch ads, and finally coming down to two-column 5-inch space. The copy is changed each insertion, so for sake of economy the composition is done by the newspapers, and this has made impractical the use of electrotyped name-plates in these advertise-

A uniform set-up is adopted for the manufacturer's name in the home-town papers and also for each dealer's name in his paper, so that once the name is correctly set up there is no need of changing it when composing new copy.

After one or two trials, and a few corrections in proof, each paper settles down to this rule and the name of each leader is thus kept uniform in all his advertise-

Price Maintenance Under Government Supervision

John S. Taylor, secretary of the Minneapolis Retail Grocers' Association, in a recent address before the Minneapolis Advertising Forum said, according to the Twin City Commercial

"I believe that the Sherman law should be either repealed or revised to suit present conditions.
"I maintain that a study of the situation will show any man that price cutting has a destructive influence. Take

cutting has a destructive influence. Take any commodity which is a factor in the grocery trade.

"Let us say that a certain article sells for 84 cents per dozen. The department store sells it at six cents each at a special sale which is twelve cents a dozen less than the wholesale cost of the goods. The manufacturer is dealt with unjustly by this system. If the small grocer has a substitute for that article he will sell it in preference to the article that is sold by the department store or a mail-order house at a ment store or a mail-order house at a cut price.

"I believe," said Mr. Taylor, "that price maintenance under Government supervision as to what should be a legitimate profit should obtain."

Seizing the Opportunity in a Changing Market

How Gray & Davis Broke into the Automobile Accessories Field After the Demand for Carriage Lamps Had Declined—How the Problems of Selling Electric Starters Were Overcome

By Paul T. Cherington

WHEN the public just naturally loses its taste for your kind of goods, this interesting happening may spell either your disaster or your great opportunity. For the incurable standpatter, the end is in sight. But for the manufacturer who has a keen eye for new tendencies—well, just let me tell you the story of Gray & Davis, who formerly made carriage lamps, but who, for very good reasons, aren't making that line any more. They

have metamorphized.

Gray & Davis started business about seventeen years ago in Amesbury, Mass., and for three years they made carriage lamps exclusively. About fourteen years ago, in other words, in the early infancy of the American automobile industry, they broke into the field of automobile lamps, a territory which was pretty well occu-pied by concerns which had graduated into the tusiness from bicycle lamp manufacturing. nearly nine years the company's business was mainly the making of automobile lamps, and until five years ago this business grew and throve. This year, in the new catalogue about to be issued, automobile lamps of all except electric types have disappeared finally from the company's list of products.

About five years ago William Gray, the pioneering spirit of the concern, began to reason some-

thing like this:

"It is perfectly incongruous to light a modern machine like an automobile with an obsolete instrument like an oil lamp. A really modern system would be an electric system, and, furthermore, an electric system could be operated by the same power that drives the car. The need is there;

the power is there; and if some kind of a system could be devised it would represent an advance in automobile equipment, because it would be perfectly sound in principle. It would be a modern lighting method on a modern kind of a machine."

PROBLEMS AT THE BEGINNING

This was the idea with which Mr. Gray started. The mechanical details he worked out the best he could, and in doing this he came to realize that there was no absolutely new principle involved in devising an electric lighting system. The main thing was to get a system so well worked out in every detail that it would represent the very best practice, and then to depend upon its structural superiority to carry it, not only in competition with its existing rivals, but in competition with other machines of the same type which might develop. In other words, no natural monopoly was possible. The problem was to allow for conditions of open competition. As a first step in the policy, based on this decision, Alexander Churchward, whose name was even then widely known among electricians as an expert in this particular kind of small equipment, was added to the staff of (Continued on page 66)

Select an Automobile
That Carries

GRAS & DAVIS

Blacking State — Lighting Dynamo

Select an Automobile
That Carries

GRAS & DAVIS

Blacking State — Lighting Dynamo

The Carries

GRAS & DAVIS

Blacking State — Lighting Dynamo

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The Carries

FEATURING WELL-KNOWN CUSTOMERS IN A BORDER DISPLAY

A Manufacturer

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in talking to us the other day said:

"Advertising in Washington has a threefold effect.

"Washington is not only a local market but a national market on account of the fact that over 200,000 people from all over the U. S. visit here every year.

"For this reason I feel that I must have our goods on sale here and advertise them in The Evening Star, as I consider it one of the great advertising mediums of the country.

"Many manufacturers entirely overlook the fact that practically all of the purchasing for the vast government of the U. S., including the Panama Canal Zone, the Army, the Navy, the P. O. Department, etc., is done in Washington.

"Every one connected with the purchasing of every line of goods for the government lives in Washington, and naturally reads The Star and is unconsciously influenced by our advertising in it."

Do you, Mr. Manufacturer, take these three elements into consideration in regarding this market?

- 1st. The Star reaches practically everybody who lives in Washington.
- 2d. The Star reaches practically everybody who visits Washington.
- 3d. The Star reaches practically everybody connected with the purchasing of supplies for the whole government of the U. S.

We would be glad to hear from you as to any phase of this market and cooperate with you in every legitimate way. Address

Advertising Manager

The Evening Star

Washington, D. C.



DEVOTED TO ART. LITERATURE. SCIENCE AND THE HOME CIRCLE. VOL. XXVI



Published at

AUGUSTA, MAINE



al the or

st

JANUARY COMFORT

is always a strong puller; and that is an established fact. But our coming New Year number promises to be exceptionally profitable to advertisers; and you want to know—WHY?

It will Reach More New Subscribers than any previous January issue

But the full significance of this statement is not apparent without the following explanation.

We have received many more new subscriptions and more voluntary renewals in the last three months than ever before during that period of the year; and that without any special effort on our part other than our utmost endeavor to make COMFORT interesting and instructive to our readers.

We give no premium, not even a calendar, with a subscription, and COMFORT does not club with any other publication.

This increase, which is still piling up, is a spontaneous growth through the activity of our subscribers and is in no part due to the familiar forcing methods of the circulation agencies, which we do not employ.

Circulation methods affect advertising value.

Our subscribers pay the price for COMFORT only, because they want it.

January forms close December 10.

W. H. GANNETT, Pub., Inc.,

New York Office: 1185 Flatiron Bldg. WALTER R. JENKIRS, Jr., Representative AUGUSTA, MAINE

Chicago Office: 1635 Marquette Blág FRANK H. THOMAS, Representative the company and was given the problem of working out a feasible

electric lighting system.

The next problem was to educate the motorist. Up to that time the company had advertised on a small scale in automobile trade-papers, and had gradually built up a sort of subterranean reputation as lamp-makers. Now the problem was to come out upon the surface and educate the motor-owner to an entirely new standard of requirements for lighting equipment. It is not an essential part

of this story to describe how this was done more than to sav that by a careful system of education on electricity as the "modern method" for automobile lighting, there was built up, in an incredibly short time, a large business in this entirely new type equipment. This, however, was only one step in the development o f the present business of the company, and the difficulties campaign this were insignifi-

cant (as were its achievements) compared with those involved in the selling problem put up to the Gray & Davis organization when it took the next step in advance relating to production.

The electric cranking machine was a sort of corollary to the electric lighting system which had been perfected by the company. Once having found what could be done with a small motor, it was a perfectly obvious thing to carry this successful achievement farther and add the operation of a starter and even other burdens

to the electric apparatus. And so, when the inventors realized that they had all this power available which could be made to do the dangerous and heavy work of engine cranking, it seemed worth while to try it.

After a good deal of experimenting the starter was perfected, but this involved an entirely new problem for the selling department. Here was a perfected machine which did work that needed to be done, but there was nobody

to whom it could be sold.

It could not be sold to the consumer, because it could not be installed upon any car already in operation without an amount of rebuilding, which comparatively few automobile owners were willing to undertake for the sake of even the most desirable auxiliary equipment.

It could not be sold to the dealer, because he did not want to tear apart new cars for the purpose of in stalling this equipment, and he did not

want to try to convince owners of old cars that it would be worth their while to do it. Furthermore, it would involve an amount of mechanical equipment that made the dealers and even the repair men quite unwilling to undertake its sale.

MANUFACTURERS REPORT "NO DE-MAND"

The manufacturers, in turn, when it was called to their attention, replied that there was no demand for such a machine, and, while they could see the advan-



Electric Lighting Dynamo Handsome Electric Lamps

is in years past—the GRAY & DAVIS calcide to the oftentian et till lillow. GRAY I AAVIS periodend de first posterior directive ligating services which made penaltive first posterior directive ligating penaltive first penal

In The Perfection Of The Car
has is the name efficient starter on the market. It is a treatment and assemble
tensors in most proven factor in 1912 apparament. It conceptables results the
tensors of the other starter. For instance—

the difficulties encountered in LARGE NEWSPAPER DISPLAY AT AUTOMOBILE this campaign show time

tage of it, they did not feel that they ought to add it without putting up the price of their machine to cover it, nor did they feel under any obligation to add it without this corresponding rise in the

price of the machine.

Everybody recognized, of course, that an electric starter was a good thing, and that if the starter were a successfully built machine there was no doubt many people would be willing to pay for it, but nobody was willing to add the cost of the equipment and its installation to the value of an old machine, and there was no way to tell whether anybody buying a new machine would be willing to pay for the equipment or not. And so here was the unfilled want which it was necessary in some way to convert into a system of consumer demands.

A conference was called between the directors, the sales manager, and the advertising manager, and at this conference it was brought out that the surmounting of this apparently un-

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surmountable difficulty was not only a thing to be desired, but that it was absolutely necessary. The market existed if it could only be reached. The product existed in a perfect form if it could only be sold. The distribution organization existed, and the thing to do was to make the distribution organization put the goods into the market.

The result of the conference was that a plan of educational advertising to the consumer was laid out. This began in 1912 and took the form of copy which aimed to describe in non-technical terms what this starter-lighting system was and what it would do. Nothing whatever was said about where it could be bought, but each piece of copy urged the desirability of writing to the Gray & Davis Company for further particulars about the system. It must be remembered, of course, that all this educational work was not for the purpose of selling equipment for any existing cars, but was for the purpose of getting

Progress

THE world laughed at Bell with his telephone. Edison was a prophet without honor in his own town. The Wright Brothers' air castle turned to a gold mine. John Wanamaker inaugurated the one-price system and gave with every purchase the guarantee of satisfaction or money refunded,

and

NORMAN HAPGOOD will be criticised by those to whom habit is a virtue and definiteness a crime; but the business success of tomorrow will be the man who is dissatisfied with the conditions of today.

PERHAPS that is the reason why Harper's Weekly looms large as the salesman of big business.

FOR the present \$204 00 a page.

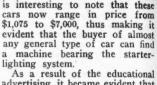
ADVERTISING DIRECTOR

McClure Publications
McClure Bldg. New York

automobile owners or prospective buyers to realize that their long unfilled want could now be satisfied; that there was a system in existence which would do exactly the work they had come to feel the need of having done for them. Here was the latent demand, and it was the purpose of this educational campaign to make it known that the means for satisfying this demand had finally arrived.

WAKING UP CAR-BUILDERS

The letters received by the company in reply to this suggestion



in which the system was being in-

stalled at the factories. And it

advertising, it became evident that the introduction of this system could be made a strong talking point by car manufacturers, and the Paige company used half of its space in its opening campaign last year in telling of the advantages of this system as a feature of its cars. It is thus seen that the system has made its way to such an extent that it has become mutually advantageous to car makers to add the system, and to the Gray & Davis Company to advertise the makers of cars who employ it. During the past few months the copy has undergone a change corresponding to the change in the development of the business, and now a great part of the copy is devoted to describing betterments and refinements of the system and to making it plain to the prospective motor buyer that the line of cars in which the system is built is now sufficiently wide to answer almost any requirement.

A very curious phenomenon has developed with reference to the number of replies received from the general advertising as the character of the advertising has changed. In the days of the early educational campaign it was the universal experience that soon after a new piece of copy was printed replies came in large numbers, say, perhaps a hundred a day, and would then dwindle down to almost the stopping point. starting up again with new copy and dwindling as before. Now that the campaign has passed the educational stage and has reached the point where the selling contact is permanently established, the inquiries come in in a comparatively even stream without regard to the printing of new copy.

To take care of the inquiries received the company has worked

CRAY& DAVIS

Electric Lamps, Dynamo and Electric Starter Are Standard Equipment On

1913 PEERLESS CARS

The Puerless Motor Car Co. adopted the Gray & Davis Electric Starter after the most exhaustive tests made in zero weather under the most adverse conditions

Gray & Davis Electric Starter

6 insult of insultan. Then we are quadrated consti-- only a single sorted. The log feature is the feat the a sale singlets the should it will better which is always commonly by the dynamic. It carries are only in singleton and in pice enable. A surrescriptor factor is recommon.

In a supposite designed notice which enters the dip when — natures or to apportion—a propose on a position starture stage. It will upon a bertiable row for fine families that suggest it will upon a bertiable row for fine families required a data. Two materials date on a control of security in materials of the bettern it has finessed of other bettern.

A log finesse of other. It are a satisfic or not results for a reality, you come problet and now a proughted to the control

Dunand Gray & Davis Electric Starter on the car you purcha

GRAY & DAVIS, Inc.

AFTER THE "CAPTURE" OF PEERLES:
PROGRESS WAS RAPID

that they be written to for particulars were collected and classified, and were then taken to the manufacturers. They supplied the evidence necessary to convince the manufacturers that this demand was not merely a latent affair but that it would help them to sell automobiles; and, furthermore, that if they chose to ignore it, it would hinder them in selling automobiles. The Peerless was the first to see the point, and one by one other manufacturers fell into line, until by January, 1913, it was possible, in the advertising of the company, to publish a list of twenty-seven cars

out a system of follow-up at tenday intervals, but perhaps the most interesting thing about the follow-up system is the fact that no form-letters are employed. Each inquiry is answered with an individual letter freshly dictated.

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For the advertising itself the principal mediums employed have been the papers of general na-tional circulation. This, of course, has been supplemented with tradepaper advertising, both to the dealers and to the manufacturers, and at the time of the automobile shows in New York, Boston and Chicago the company employed a very ingenious device in the form of a large number of two-inch spaces scattered through the daily papers. In the upper half of each space was mentioned the name of some one of the cars using the system on exhibition in the show and some compliment was paid to the car. The lower half of the space was occupied by mention of the fact that the new model of the car contained the Gray & Davis starter-lighting system.

Throughout the campaign the manufacturers and dealers have been kept informed of the advertising plans by circulars, by tradepaper advertising, and by proofs of the forthcoming copy.

In connection with this general publicity, the question of waste circulation has frequently come up and C. O. Sacks, advertising manager of the company, is firm in his conviction that for this line at least general publicity, that gets even those who have absolutely no possible hope of ever owning an automobile to thinking of Gray & Davis whenever they think of lighting and starting equipment, has a distinct value which has been one of the important elements in converting into sales the unfilled wants out of which the business has grown.

St. Louis Man Advocates Honesty in Realty Ads

James P. Blake, a St. Louis real estate man, brought out the necessity for honesty in real estate advertising at a recent meeting of the St. Louis Salesmen's Association of the Real Estate Exchange.

Please consider, when the

NEW YORK TRIBUNE

states that its circulation is over

51,000,

that means that cash has been received for an average of that many copies a day for the six months ending September 30th.

No returns; no waste; no free copies.

You know that the Tribune Circulation in point of Quality is unexcelled by any newspaper anywhere and can be reached only through The Tribune itself.



We take nine papers in the family, but I find more genuine help in Up-to-Date Farming than any other paper on the table. I would like to see it with a circulation one hundred times as great, when it would be appreciated by each farmer as much as it appreciated by the writer.-S. P. Mills, Garfield, Kas.

We have printed 24 more reports just received from subscribers. If you want to know the kind of farm paper that is appreciated, write for our proof.

Last ten months averaged 196,709 copies. Now over 200,000.

. Advertising rate, 75c a line.

Your agricultural list is not complete unless it in-

UP-TO-DATE FARMING 1st and 15th of Each Month **INDIANA POLIS**

Chicage Knill - Chemberlain, Inc. 1828 People's Gas Bidg.

For ought to get acquainted with this paper.

Colonel Hunter Enters Kansas City Ad Field

Colonel William C. Hunter, formerly with the Johnson Advertising Corpora-tion and Boyce's Weeklies, has taken tion and Boyce's Weeklies, has taken charge of the advertising department of the J. W. Jenkins Sons' Music Company, with headquarters in Kansas City. Colonel Hunter- will write the copy for the main store of the music concern, as well as its eleven branches scattered throughout the Southwest. Colonel Hunter has spent most of his time recently in Idaho, where he owns several ranches. He is the author of "Dollars and Service" and other books. Colonel Hunter will emphasize the "one "Dollars and Service" and other books. Colonel Hunter will emphasize the "one price and no commission" plan which has been featured by Jenkins for some time past. This idea is almost unique in the retail piano trade, which is badly demoralized at present through the wide use of premium plans of all kinds and the enlisting of music teachers and others on the side of many retailers.

Texas Newspaper Campaigns

The Interstate Cotton Oil Refining Company, of Sherman, Tex., has started a newspaper campaign to introduce "Mrs. Tucker's Shortening." Large space is used to show a plate of biscuits, a plate of the shortening, the can, and a picture of Mrs. Tucker. This picture is a registered trade-mark and is the big feature of the copy. The product is put up in cans ranging from two pounds to thirty pounds and is sold through the grocer.

The Waples-Platt Company, of Dallas, Tex., is using newspapers throughout the state to advertise White Swan Old-Fashioned Mince Meat. The copy is illustrated with a picture of a package and a white swan on a black background. The text is heavily descriptive, go.ng into details concerning the kinds of ir gredients used. Premiums are effered for the labels from the package. The Interstate Cotton Oil Refining

Stock Yard Newspaper Appea.

Stock Yard Newspaper Appea.

The Kansas City Stock Yards Company has adopted the plan of advertising to the public in order to explain its attitude on terminal facilities in Kansas City. Half-page ads have been run in the daily papers at Topeka, Kan., and other points recently. The Stock Yards Company has formed the Kansas City Connecting Railway, with the idea of connecting the roads now entering Kansas City, and perfecting switching facilities into its own yards. The charter has not yet been granted, the case now being pending before the Kansas public utilities commission. In the meanwhile, the Kansas City Stockyards Company is making an effort to win public sentiment by explaining its position through the daily papers.

Bertsch Leaves Berlin Works

W. E. Bertsch has severed his connection with the Berlin Machine Works, of Beloit, Wis., of which he was advertising manager.

Recipe in Beer Ad.

Recipe in Beer Ad

Cooking recipes of all kinds have made good advertising copy for food manufacturers, but it remained for the G. B. S. Brewing Company, of Baltimore, to use the kind of a recipe that would appeal to beer users. In the center of an advertisement was published a recipe for the best Welsh rarebit that can be made. "Cut this recipe out and save it," was the advice given. The copy was illustrated with a drawing of a chaing dish and all the ingredients that enter into the making of a Welsh rarebit. The copy was certainly tempting and appetizing, which is a noticeable departure from the general run of beer advertising. run of beer advertising.

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Evidently He Doesn't Care to Sleep

NIAGARA LITHOGRAPH Co.
BUFFALO, N. Y., Nov. 5, 1913.
Editor of PRINTERS' INK:
I am very much obliged to you for your letter of October 31 which contains some good information. You know that I am sort of in the habit of looking for all good information to come from PRINTERS' INK, and as a rule I am not

PRINTERS' INK, and as a rule I am nodisappointed.

I have just instructed our sales manager at the Niagara Chocolate Company, Mr. Roland Plate, to send you \$5 for three years' subscription. I want him to take PRINTERS' INK to bed with him.

W. W. REED,
Sales Manager, Paper Dept.

Philadelphia Ad Women Organize

At a recent meeting of the Women Writers' Club, the newly formed or-ganization of authors, journalists, ad-vertising experts and illustrators, held in the Bellevue-Stratford Hotel, Mrs. Caroline B. King was elected president, Miss M. L. Diehl first vice-president, Miss Rose Weston second vice-presi-dent, Miss Curtis Wager-Smith secre-tary, and Miss Maie S. Maloney treas-

The club starts with nearly fifty The club starts with nearly fifty members, among whom are writers of books and magazine articles, the editors of departments, special writers, reporters from every newspaper in Philadelphia and the leading women engaged in advertising work in every big department store, with one exception, in

that city.

The illustrators form The illustrators form part of the associate membership. Only women engaged in the practice of their profession are eligible to active membership.

Painting Lessons to Sell China

The Geo. H. Bowman Company, of Cleveland, has employed an experienced man to give free lessons in china painting. Twenty-five daily lessons are offered free, not only to beginners, but also to teachers and others experienced in the art of china decorating who are interested in new ideas. This offer is made to stimulate sales on white china made to stimulate sales on white china wares.

The Publishers of THE NORTH AMERICAN REVIEW announce an increase in advertising rates from \$30 to \$50 a page, effective December 1st.

Reservations for space to be used within one year received before December 1st will be accepted at the present rates-\$30 a page, \$15 a half-page, and \$7.50 a quarter-page.

THE PUBLISHERS

Franklin Square, New York.

Brewery Features a City in Its

The Angeles Brewing Company is using the newspapers in Seattle, Wash., to advertise another city at the same time

attresse another city at the same time it is advertising its own product.

The plant of the Angeles Brewing Company is located at Port Angeles, one of the smaller cities of Washington. Seattle being the largest city in the State it was a business necessity to make this city the company's head-



The Famous Angeles Beer

Its Flavor Delights

DEPOY-CITY DOCK-TELEPHONE MAIN ME

The Angeles Brewing Company

quarters and chief distributing point for the product. The advertising campaign was directed towards two points. First, to establish the management of the Angeles Brewing Company in the confidence of the people of Port Angeles by such advertising as would bring Port Angeles and its resources to the attention of the reading public. Second, to establish a public interest in Angeles beer. The advertising of the various beers on the market is practically the same. The cuts are different, the make-up different, the wording varied, but at the same time every newspaper reader knows as soon as he sees the advertisements that they deal with the subject of beer. It was the idea of the Angeles Company to bring a little human interest into its advertising, believing that if this were done the advertising would attract more attention than ordinary beer advertising. It is said the campaign has been quite successful and it is to be continued along the same lines.

Edward C. Plume Co. Buys Lutz-Walton Co.

The Edward C. Plume Company, advertising service, Chicago, has purchased the Lutz-Walton Advertising Company, Cincinnati.

Vigilance 'Association Organized in Boston

The Advertising Vigilance Associa-tion, Inc., has been formed in Boston for the purpose of enforcing the Massa-chusetts law against fraudulent adver-

chusetts law against tising.

The members of the organization were active in assisting in the enactment of the "Dillingham Foley-Sanford" bill, fathered by the retail trade board of the Boston Chamber of Commerce.

They are using their efforts to make sure that this beneficial legislation will not become a dead letter. They are bound that the merchant who claims sure that this beneficial legislation will not become a dead letter. They are bound that the merchant who claims values he cannot prove will be shown that "honesty is the best policy."

The association proposes to call attention to the violation of the law by the man who labels cotton or shoddy mixtures "all wool" or the firm which announces fake sales.

announces fake sales.

It is to be a campaign of education for the benefit of the general public, as well as the honest dealer, and even the corner grocer is to be impressed with the necessity of using the words "fresh eggs" with discrimination.

If moral suasion fails to accomplish the objects and purposes of the association, the district attorney's office will be called upon to act. The association's own counsel will be prepared to present the evidence against offenders.

The association, which is supported

the evidence against offenders.

The association, which is supported by the Pilgrim Publicity Association, has the following officers: President, Joseph E. Pridday, secretary, Henry Siegel Company; treasurer, Charles A. Smith, furniture and carpets; clerk, Paul C. Cummings, assistant secretary Chamber of Commerce.

The "New Edison's" Newspaper Copy

The Edison Phonograph Company has adopted a combination reader and display style of copy for exploiting the "New Edison." A one-column reader headed "Success Again Crowns the Labor of Edison" appears alongside a five-column display advertisement illustrated with pictures of Thomas A. five-column display advertisement il-lustrated with pictures of Thomas A. Edison and the new Louis XV Style Edison Phonograph. As an inducement to get people to bring old disk records of any make to the stores and hear them on the new instrument a free concert is advertised from 11 a,m. to 6 p.m. The concerts have been well attended because the conv emphasizes these because the copy emphasizes these points: "Absolutely no obligations—hear your old records on a new instrument even if you don't intend to buy—we want you to come so you will tell others."

New Macaroni Product Being Advertised

The Mother's Macaroni Company, of Minneapolis, is advertising to the trade "the new macaroni product, "Creamettes." The "Creamette Cook" is an attractive little trade-figure which is being used in connection with the product.

Ideas -

are the essence—the vitality—of good illustration and layout. Without them advertising art is only decorative; void of efficiency.

You will be delighted with the beauty of the drawings which we make for you, but you will be still more pleased with the business intelligence of our work; with the "idea" part; with the interest we take in putting into our drawings the "punch" that will help you sell your goods.

The pictures we draw for you must definitely illustrate the things you want the public to understand. Long experience has taught us that advertising pictures must do much more than attract attention or decorate pleasingly.

We employ artists who specialize in many different fields; some of them are among the foremost in the country. You cannot find an organization that is better equipped to understand what you want done, and to carry it in accordance with the best artistic and commercial standards.

You can see the names of some of those who are using our work on the last page of this insert.

CHARLES DANIEL FREY COMPANY MONROE BUILDING, CHICAGO



Suggestion for a roofing illustration; note display of goods, character, expression and strong handling.



A poster in stress ers, made MacMe sieny.

T

House O



"White Paint Beautiful" drawing for Carter White Lead Company, accenting the paint.

you will give us a ment of y we will be please submit written form, without of on on sketch form at a nominal ce.

CHARLES DANI REY CAdvertisin Illumonroe Build . .



One of a series of color drawings for Frank V. Strauss Co.



A clean line handling (Dunlap-Ward Co).



Strong black and white handling, will Ben Day color plates.



Suggestion for a breakfast food illustration; interest centered on package; note action, character, expression, and atmosphere of refinement.

us a nent of your requirements please submit our ideas in typeout of on your part, or in minale.

NI REY COMPANY sin Illustrations CHICAGO



Strong black and white newspaper handling, with Ben Day tints, made for Hoops Advertising Company.





Flat color treatment, emphasizing machine (National Cash Reg. Co).



Full page for "Crisco," in oil, reproduced in three-color process.

Our Customers Are Among the Largest National Advertisers

American School of Cor- Dunlap-Ward Co. respondence Edelweiss Beer Burlington Watches
Cadillac Motor Cars
Carter White Lead Co.
Chicago Record-Herald
Chicago Telephone Co.
Chicago Tribune
W. K. Cochrane Agency Consumers Company

American School of Correspondence
Atlas Portland Cement Co.
Berry Bros.
Black Cat Hosiery
Black Cat Hosiery
Buck's Stove & Range Co.
Burlington Watches
Cadillac Motor Cars
Cadillac Motor B. Kuppenheimer & Co. LaSalle Hotel Lozier Motor Cars Luxury Cigarettes Marshall Field & Co. H. K. McCann Co.

Mitchell Motor Cars Mogul Cigarettes
Murad Cigarettes
National Cash Register Co. Proctor & Gamble Co. Royal Tailors Studebaker Corporation System Magazine
Technical World Magazine The Addressograph Co. The Timken Magazine The Tobey Furniture Co.
Thos. B. Jeffery Co.
The MacManus Company Frank V. Strauss Co.

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Be migh

- WE make drawings for every purpose, in pen and ink, wash, oil, water color, charcoal, pencil, or any other medium-pictures for magazine and newspaper advertising; covers, illustrations and decorations for catalogs, books, booklets, announcements, posters, folders, etc.
 - S PEED is one of the principal features of our work. We are prepared to make exceptional time whenever such service is demanded. We often complete elaborate drawings over night.
- UR printing department offers service of the highest character. We attend to plate making and guarantee perfect reproduction. Dummies and layouts prepared for books, booklets and announcements, with suggestions for covers, illustrations, borders, initials, type faces, color schemes and other features.
- OPY—We are prepared to furnish copy or copy suggestions for use with our illustrations and layouts. We do not place copy with publications.

CHARLES DANIEL FREY COMPANY

Advertising Illustrations

MONROE BUILDING

How "Ripe" Prospects Are Allowed to Escape

Typical Leaks of Easy Sales Discovered by an Advertising Man Anxious to Get a Motorcycle— Comparison of Qualities in the Successful Follow-Up with Those That Failed

By an Advertising and Sales Manager

EVERY advertising manager who is entitled to the degree A. M. assiduously reads PRINT-ERS' INK. Perhaps something in the following actual experience may point out frailties in their own methods of handling catalogue inquiries and following up such requests to the ultimate sale.

One of the newest industries in this country is the manufacture of motorcycles. Ten years ago there were not a half-dozen motorcycle manufacturers, and together they did not produce five hundred machines. At the present time there are something like thirty-eight motorcycle factories, and the output for 1913 will be a little more than 100,000 machines. 1914 approximately motorcycles will be built. In the motorcycle industry the advertising manager frequently has a great deal to do with the sales of his company, and very often he is both sales and advertising manager. So much by way of pream-

Believing that a motorcycle might prove useful to me in the transaction of my business, I decided to write to the various manufacturers for catalogues. As all motorcycles nowadays more or less reliable the make of machine did not matter so much. The point I wanted to find out was when I could expect delivery. Accordingly a list of thirty of the leading manufacturers was selected from the magazines and trade journals and the following letter dispatched to each:

Will you kindly forward by return mail a catalogue of your motorcycle? I do not know whether or not you are represented in this city, but if so give ue the name of your dealer. The main

consideration, however, is how soon can I receive a machine if I place my order immediately?

Within a week the catalogues and replies began to come in, and they were interesting to say the least. After a month I received the catalogues of twelve of the thirty machines requested, with personal and form letters from their manufacturers.

No object would be gained and some harm might result in publishing the names of the companies who replied, but of the twelve replies received, five answered my question about deliveries; the others overlooked the most important issue entirely.

The amazing part of the entire transaction to my mind is the fact that of the twelve manufacturers who wrote me just one and only one ever wrote me again. They were too busy, perhaps, waiting to hear the cash registers jingle.

Now the one concern which let me hear from them more than once created the impression of being a wide-awake organization, and I am thinking of purchasing its motorcycle, not only because I know its reputation, but the letters I received appealed to me strongly, and for that reason are herewith reproduced. Perhaps I was only one of hundreds of persons who daily request catalogues; surely such requests are worth writing to and following up, especially when a transaction involving anywhere from \$200 to \$350 is concerned. The concern that did think enough of my catalogue request to write me, not only sent a catalogue by return mail but the following letter in a separate envelope with a two-cent stamp affixed:

We have your request for a catalogue and are sending it with pleasure by return mail under separate cover. From past experience we know that catalogues sometimes go astray, so if you do not receive yours promptly we will consider it a favor if you will so advise us and a duplicate will be forwarded post haste. In justice to both of us we request that you read our catalogue of Blank Motorcycles thoroughly. Practically all motorcycles of the present era are sturdy, reliable vehicles, but we believe that in the Blank you will find incorporated just the features you perhaps have

Wanted: An Art Director

-to assume direction of one of the highest grade staffs in the country-a staff of specialists, some of them of national reputation. We want a man with a high order of ability in originating ideas for layout and illustration-an artist himself-with executive ability; with long experience in the field; with a thorough understanding of copy principles: with ability to handle correspondence relating to work in hand. Newspaper training, and ability to write copy will be considered an asset. We want a man of character, initiative, and resourcefulness, willing to take part of the responsibility for the further development of this department of an already large and successful business; a practical man: one who knows the business uses of art, engraving and printing; who knows the importance of the dead line and of getting things done on time; a clear and quick thinker: a man with a real knowledge of advertising, and capable of dealing with campaigns, as well as with single pieces of copy and illustrations. Any man who feels that he has these qualifications is invited to write us in confidence, stating his experience and the work he has done, the salary he would expect, and submitting any information that would help in making an accurate estimate of his ability. We have a clean-cut proposition to make-a proposition with a future-and a financial arrangement to fit the man.

Address, "C," Box 121, care Printers' Ink.

desired, but until now have not found obtainable. We have tried to tell you in our catalogue exactly what we should say were we accorded the pleasure of a personal interview, but if there are any points not thoroughly explained we shall consider it a favor to have you give us the opportunity to write you

give us the opportunity to write you again.

We have an agent in your city (name and address of dealer), and as we are shipping him a quantity of machines every week we know that you will be able to secure delivery on the date you desire. We have instructed our agent to get in touch with you, and we know he will write you in a few days requesting that you permit him to demonstrate the features of the Blank to you.

Trusting that your final choice will be a Blank, and wishing you a most enjoy-

a Blank, and wishing you a most enjoy-

able summer's sport, we are

That letter just about hit me right, so I was not surprised a few days later to receive a personal letter from the dealer, requesting me to call at his store, but that if I were too busy he would consider it a pleasure to make an appointment at my house. and would bring around the machine for me to try. Business prevented me from answering immediately, and two days later I re-ceived a 'phone call from the dealer, asking if I had received his letter. He made an appointment with me for a few evenings later.

Just eleven days after I received the catalogue I got another letter from the manufacturers in which it was stated that as they had not heard from their dealer whether or not I had purchased a Blank motorcycle, they wondered if I had received the catalogue and their letter. Then they told me of a big endurance run the Blank had just won, and ended by requesting me to advise them if I purchased a machine. The letter was so courteous that I cannot help telling them if I purchase one of their motorcycles.

What a contrast was this treatment to that which was accorded me by some of the other manufacturers! The largest maker of motorcycles in the world didn't even bother to refer me to its dealer. although it has a very good one in the city where I reside. Another large manufacturer gave me the name of a dealer he was negotiating with and promised delivery within three days after receipt of order. Another manufacturer, who is a large one sent me a lot of meaningless prose from his catalogue and referred me to the nearest dealer. He was located sixty-seven miles from me, and to reach his place would require practically a day's travel.

By one company I was referred to a dealer not far distant, but the concluding paragraph of the let-

ter naïvely said:

Mr. So and So is our nearest agent, but we doubt if he could give you a demonstration on the Blank, as we have been slow on Blank deliveries this year. We would advise you to order direct from the factory, and can promise you delivery in three weeks' time.

How interesting! These people admit inability to give their regular agent any machines, but could deliver one to me, an utter stranger, in three weeks' time. Would such a letter inspire confidence in anyone with a grain of common

sense

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Another company sent me a mimeographed miserably letter which did not tell me anything I wanted to know, so the letter was promptly consigned to the waste basket and a two-cent stamp and possible sale lost. was referred by one company, whose factory is located not fifty miles from my city, to a distrib-From the utor 1,100 miles away. distributor I received not a line. One or two others advised me to call on certain dealers, but no word was received from the dealers, and judging by the letters I doubt very much if the dealers were ever given my name as a likely prospect. Two of the companies frankly admitted they were not represented in my city and offered me a sample machine at agent's discount of 20 per cent. Some circular letters were merely enclosed in catalogues.

Now the point I want to bring out is this: If it is worth thousands of dollars of a concern's money to obtain a catalogue request surely it must be worth two or three two-cent stamps to follow up that inquiry until certain that it is just an idle request or that the inquirer is not interested in this concern's particular model.

The original inquiry may have cost anywhere from thirty cents

The January 1st, 1914, Issue of Practical Engineer

on Power Plant Efficiency, deeply concerns every owner, superintendent, chief engineer, and every manufacturer of powerplant machinery and equipment.

It will cover completely the most important of all powerplant subjects—the business af-

fairs of the plant.

Every page of this great number will abound with short cuts to economy, simple record systems, methods for making tests, and other information on how to turn operating expense into profits.

PRACTICAL ENGINEER

(Semi-Monthly)

The extreme usefulness of this number, to all owners, engineers and superintendents, gives it exceptional value for advertising all power-plant machinery and equipment.

It's to your advantage to reserve space promptly for this specialized number, and in proportion to the extraordinary selling opportunity which it

affords.

Every one of the 24,000 copies printed and circulated will be thoroughly studied, frequently used, and carefully preserved.

Write for special booklet and rate card

Technical Publishing Company
537 So. Dearborn Street Chicago, Ill.

to thirty dollars—I have known some that cost nearly as much. No matter what the original cost of securing that inquiry may have amounted to, surely the company could afford a few cents more to stimulate a purchasing desire in the person already ostensibly interested. If not, what was the use of spending good money advertising in the first place?

Every one of the thirty motorcycle manufacturers above referred to spends thousands of dollars yearly in trade and national publications, yet with one or two exceptions all are lamentably weak in their sales departments. Perhaps the abnormal demand for motorcycles will carry them all through to success, but I doubt it. And where does the magazine figure? Some of these days the advertising solicitor will be told that advertising doesn't pay. It is no wonder.

The pity of it is that the motor-cycle manufacturers are not the only ones remiss in taking advantage of their advertising. To be successful, advertising must be cultivated with the same assiduous care as hot-house produce, and unless it is nothing will ever come of it. Investigate the method of handling inquiries in your own business, mayhap some doctoring would not do your system any

harm.

Snow, Secretary of "The Fossils"

W. G. Snow, advertising manager of the International Silver Company, Meriden, has been elected secretary of "The Fossils," a society of "amateur journalists of the past." Other prominent advertising men who began fitting themselves for their present duties by publishing amateur papers during their boyhood are E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Company; Jerome Case Bull, advertising manager of Scribner's Magazine, and Charles L. Benjamin, president of the Milwaukee Advertising Club.

Cossitt, of Troy, Makes Change

A. M. Cossitt, for the past seven years advertising manager of Van Zandt, Jacobs & Co., collar manufacturers, Troy, N. Y., and formerly of the Hampton Advertising Agency, of New York, has become associated with the Whitehurst Advertising Service, Troy.

Newsy and Competitive

The newspaper copy of the Chalmette Laundry at New Orleans is conspicuous for its news value. Recently a newspaper published a story about a small pressing shop being entered and a dozen men's suits stolen. The next day the Chalmette Laundry used a half page, reproducing the clipping under this headline: "Fall Suits Stolen—Owners Disappointed." The reader was asked why he should take a chance of having his suit stolen from some small shop when he might have absolute safety in a modern building constantly under the eyes of private watchmen. Then the text described the system of cleaning and pressing and explained why it cost less than ordinary work.

How Fire Insurance Is Advertised in Chicago

The Chicago Tribune, on the forty-second anniversary of the Chicago fire, printed a page of advertising in which nine fire insurance companies participated. The heading of the page was "Fire Prevention Day," and inserted among the diaplay ads on this page were reading notices, among them "Observe Fire Prevention Day," "Insurance Protection Your First Duty," "Prevent Fire Losses." An explanation of why certain materials are best for building fireproof buildings was also a feature of the co-operative page.

Tinsman Speaks before Cincinnati Club

Robert Tinsman, president of the Federal Advertising Agency, New York, was the speaker at a recent meeting of the Advertisers' Club, Cincinnati. Mr. Tinsman took for his subject, "Confessions of an Advertising Agent." He condemned especially the Barnum methods of solicitation, and cited the fact that some advanced agents were reporting the most satisfactory growth without the direct solicitation which, the speaker said, has been so much overplayed in agency canvass.

South Advertising for Manufacturers

The Nashville, Tenn., Industrial Bureau has started a campaign in Chicago newspapers to interest manufacturers who are looking for locations in the South. John M. Gray, Jr., president of the bureau, established temporary quarters in Chicago when the advertising appeared so that he might follow up the inquiries personally.

Pratt Heads Frederick Loeser Company

Herbert L. Pratt has been made president of Frederick Loeser & Co., Brooklyn, succeeding H. Elmer Gibb, who died recently. Mr. Pratt has been associated with Frederick Loeser & Co. for many years.



The Nushville American

The Only Morning and Sunday Newspaper in Nashville, a city of over 125,000 population, and only morning and Sunday paper within a radius of 150 miles.

Circulation in Excess of 40,000

Carries more total display, far more classified and five times as much automobile advertising as any Nashville daily newspaper.

JOHN M. BRANHAM CO.

Foreign Representatives

CHICAGO

ST. LOUIS

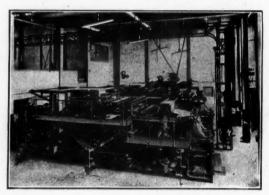
NEW YORK

Sprague Electric System

OF

Newspaper Press Control

FULL AUTOMATIC AND SEMI-AUTOMATIC TYPES
PUSH-BUTTON OPERATED
DIRECT CURRENT ALTERNATING CURRENT



Hoe High Speed Sextuple Press Equipped with Sprague Electric Direct Current Full Automatic Control System. Louisville Courier Journal, Louisville, Kentucky

The Sprague Electric Works produces the entire system.

The Sprague Electric Works has unequalled manufacturing facilities and equipment for prompt service.

Send for particulars and bulletin No. 23930.



Main Offices: 527-531 West 34th Street, New York, N. Y.

Localizing the Form Sales Letter

By Harrison McJohnston

"THAT'S a good letter," the advertising manager of a Middle State agricultural implement concern agreed with his assistant. "It ought to go all right here in this part of the country; also in the South so far as subject matter is concerned, not expression. But it won't do for the East, nor for the Northwest, you know, where conditions are radically different."

The sale of farm tractors was the purpose of the letter to which the advertising manager referred. He then talked over the varying conditions in the East, the Northwest and the Middle States with respect to their effect upon the farmer's use of a tractor in each

section.

"What would be the strongest point of contact in each section respectively?" was one question. "What the conditions?" underlying it. Then, "Was the difference in conditions sufficient to warrant a difference in letters?"

These were the fundamental questions they considered; and the direct result of their consideration was not three editions of the same letter, but three distinctly

different letters.

Always in determining the best point of contact this advertising manager carefully selects the point of strongest interest, not human interest necessarily, but primarily pocketbook interest; although he says that by no means is it always true that a saving of money is the greatest pulling interest. Yet, of course, he agrees that the pocketbook element does directly or indirectly underlie the main appeal in most selling letters, although service is usually the means of emphasizing it.

These men first weighed the difference in conditions, and, as suggested, decided that three wholly different letters were advisable, because the difference in conditions created three distinct attitudes toward the product on the part of prospective purchasers

For the letter to Eastern States the primal condition considered was the fact that farms are small. Relatively few, if any, farmers there would want the tractor for plowing big tracts of land. Consequently, the letter to Eastern farmers starts with this salient paragraph:

"The best description of the usefulness of a kerosene-gasoline tractor that has ever come to our attention was made by a farmer-contractor the other day. He said, 'My tractor is the most adaptable power I ever had experience

with."

POINTS OF APPEAL IN A GOOD LETTER

Thus the letter introduces the point of greatest appeal-adaptability-in the words of one of the farmer's own brethren, and tells of a real definite experience. The reality and truth of the facts to follow in the letter are at once pretty well established. The writer can proceed to explain the adaptability of tractors-the point of greatest pocketbook interest to the small-farm farmer-and feel reasonably sure that the farmer will be convinced, especially if he goes into detail as to why the farmer quoted in the first paragraph made his statement; and more espe-cially if the writer tells it in a honest, straightforward manner. This is what follows the first paragraph:

"He hit the nail on the head. The man used the tractor on his farm in the place of horses. He used it for belt work in place of a regular portable engine and it operated his thresher, sheller, shredder, and baler. He used it instead of horses to carry his produce to market and brought back with him his winter supply of coal. In the spring, during the road improvement season, he used his tractor on road work. He found that his I. H. C. 20-H. P. tractor took the place of four teams and two scrapers, and operated at one-fourth the cost of

horses. Later in the season he used his tractor for hauling crushed stone, lumber and supplies. He even used it in excavation work, hauling away material.

"In short, there was hardly a day in the year that he didn't have some use for his I. H. C. tractor, and every time he used it

he saved money.'

Then the letter asks the farmer if there is any reason why he should be without adaptable power of this kind, carefully covering the point that tractors are built as much for the man with a small farm in the East as for the man with thousands of acres in the Northwest. Thus positively the erroneous but prevalent opinion that tractors are economical only for the big farmer is refuted by means of the very strongest point in favor of tractors on the Eastern farm. In fact, it is directly suggested that the Eastern farmer will probably get more days of service out of his tractor than will the Western farmer.

This letter closes with a suggestion that the farmer call on the local dealer or request a representative of this company to call on him. A brief postscript calls attention to the extent of the line, while the back of the double-paged, mailing-card letter bears a colored illustration of the tractor, also a photographic illustration of its belt service on a small farm. The copy on the back enumerates many important advantages, speci-

fications, and so on.

ONE-CENT MATTER MOST EFFECTIVE

Incidentally, this company finds that the half-folder and half-letter advertising under one-cent postage is more effective, as well as less expensive, than regular letters with circular enclosures sent

under two-cent postage.

This manager also says he believes the farmer to-day is a much better business man than is commonly thought to be the case. He does not think it is necessary to go at the farmer like an old pal in the "Good morning, Bill, I want to tell you about my tractor," style. He figures—from experience—that for results the plain.

anecdotal method of approach already illustrated is ideal.

But for a sound reason the tractor letter to the Northwest farmers starts out with this question: "Did you ever ask a tractor

owner why he bought a tractor?" Here again, however, is an appeal to actual experience. The writer knows, of course, that the farmer does not own a tractor. He also knows that in all probability the farmer knows one of his more prospering neighbors who does own a tractor. Consequently the question not only brings a definite picture to the farmer's mind, but also it tends to make him associate prosperity with tractors, and it tends to make him think. This may result in his talking with his neighbor about tractors the next time they meet. Anyway, the simple question puts his mind into a thoughtful frame. so he reads with interest the following thoughtful paragraphs:

"One might say, 'A tractor will handle my crops from furrow to market—furnish cheap power for every operation in the production

of a crop.'

"But the majority will say, With a tractor I can do my plowing at the best time, plow all the acreage I want to, seed at the right time, and thus give my crop the best chance for a bumper growth."

Then the letter further emphasizes the one biggest point to Northwest farmers—that they can put in all the acreage they want to in a short time and thus overcome the "short season," which is the most serious condition they have to face.

Also is emphasized the point that they can harvest with the tractor, and finish, as well as be-

gin, in a hurry.

Thus time is the important condition consideration to the farmer who looks on a hundred and sixty acres as a mere back-yard; and the entire letter is built snugly around this element; whereas adaptability is the one big selling point to Eastern farmers, where a hundred and sixty acres is a real farm. The difference, of course, almost compels two totally differ-

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O your booklets get into manufacturers' files or are they filed in the waste basket before being read, simply because of their unattractiveness? Getting attention is a booklet's first problem and the first impression means much towards its success. Make sure that YOUR booklets do not fail in this all-important question of appearance. Booklets printed on

© CAMEO PAPER

A Warren Standard

have the dignity and elegance of appearance which gain instant and favorable attention. Printed on the velvety, lustreless surface of Cameo, halftones have the depth and beauty of photogravures, while the all-type page has a legibility that is very inviting. You are sure to have an attractive booklet if you select Cameo for the stock.

Send for our new Specimen Book

in which you can see for yourself the wonderfully effective results Cameo gives. If you wish, we will also send specimens of other Warren Standard Book Papers, which include the stocks best suited to all high-grade booklet work. You will find the many suggestions on color effects, typography and the choice of paper of the greatest value in the preparation of your booklets.

We have something of interest to publishers and printers of fine books

S. D. WARREN & CO.,

163 Devonshire Street

Boston, Mass.

Manufacturers of the best in staple lines of coated and uncoated book papers

ent letters in order to make a strong, unified impression on both the Eastern and the Western far-

mers

On the other hand, the letter first mentioned, the one to Middle State farmers, strikes a happy medium. It strongly emphasizes both plowing and general farm power, showing clearly that the tractor does all the work of horses at much less cost, and all the power work in addition. This letter also deals with such points as durability, reliability, fuel, and so on-presupposing that the Middle State farmer is much alive and intends to buy a tractor sooner or later; that it is a question of choice of tractors. This, of course, is very likely true of Middle State farmers who have been drummed by makers and dealers from all angles.

WHAT VARIED APPEAL DOES

The beginning of this letter also

suggests its difference in appeal: "Plowing! Plowing! Plowing! Every farm paper you pick up carries extensive advertising on gasoline tractors, and they all hammer on the fact that the kerosene-gasoline tractor is the best and cheapest plowing power."

That gets the farmer's attention, while a repetition of the word "plowing" makes him feel the drudgery of the task. He half-way expects some sort of refutation of the general statement in this paragraph, so he is

interested to read on:

"That's all true enough—but misleading in a way. The kerosene-gasoline tractor is more than a good plowing power—it's the new farm power," and so on, with special emphasis on the advisability of choosing this make of tractor.

But, of course, the big point to all this is the fact that three distinctly different letters were pre-

tinctly different letters were prepared to sell one implement in three sections of the country respectively, and that the slight extra labor and expense of getting out three letters instead of one was an extremely profitable procedure.

All of which suggests a caution

or a principle often neglected in the preparation of the form sales letter—a careful discrimination of appeal in various sections of the country, based on the varying attitude of buyers, which, of course, is due to a difference in conditions.

Yet in the sale of hundreds of products by letter, careful dis-crimination not only between the conditions-therefore the attitudes of the prospective customers—in various sections of the country, but also discrimination in the attitude of various classes of people, would undoubtedly increase returns, if these differences are edited into the letters that go to each respective section and class. And not infrequently would several distinctly different letters be warranted, as in the case of selling tractors to farmers; although this seems to be one of the marked cases where differing conditions require different letters.

In the case of farmers, the "class" discrimination just mentioned might not apply; although there is a marked difference between poor farmers in certain parts of the country and well-todo farmers in the better favored parts. But in the case of consumers in general there is a marked difference between the effect of certain appeals on men and women, colored and white, the various nationalities, and so on; also between those that live in big cities and those that live in smaller towns of, say, fifty thousand and less, as well as between city and country folk. It is well known, for instance, that the average person in the metropolis is much more cautious and suspicious than the average small-town citizen.

A CHANGE IN A LETTER WHICH SPELLED SUCCESS

Recognition of that one difference, and a corresponding change in the letter that went to the bigcity prospect, turned at least one selling plan from failure to a big success.

A Western concern that sells handy kitchen outfits and other household articles direct to con-

sumers found that on the whole it was losing money on a letter that paid well in certain sec-tions. The advertising manager found that returns were good from small towns and exceedingly poor from the cities.

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He made a guess that the reason was inherent in the character of big-city people; that they were more suspicious than small-town folks and probably suspected his concern might flim-flam them. So he changed both his letter and He cut out the familiar good-natured, confidence - getting style and wrote a matter-of-fact letter to the city prospects, offering them the outfit on free trial. The letter pulled so well that he could afford to have an agent in each town to follow up the low percentage of slow collections.

Yet we are told that human nature is the same the world over. That may be true with respect to deep fundamentals. conditions vary the world over, and if local conditions have anything to do with the sale, it's a

pretty good thing for the mail salesman now and then to consider the fact that differing conditions often make different atti-tudes—that it sometimes pays to localize the form sales letter, even to the extent, often, of a more detailed classification of the mailing list than into sections and classes

Herein, it seems, is a result increasing possibility worth serious consideration even in the case of a certain letter that has made good in all parts of the country.

"Would a change make the letter pull better in this section of the country, or among that class of people, or in this State, or in factory towns, and so on?"-those are perennially pertinent questions whenever one letter covers a wide territory.

Camp with Cincinnati Co.

Harry B. Camp, formerly advertising and sales manager of the W. C. Robinson & Son Company, of Baltimore, is now with the United States Printing & Lithograph Company, Cincinnati, as advertising and sales promotion manager.

COLLIN ARMSTRONG

Advertising & Sales Service 115 Broadway, New York

Our service includes every phase of sales promotion from the formulation and direction of policy and method to the preparation and insertion of advertisements.

Putting an Industry on a Better Sales Basis

What Needs to Be Done in the Electrical Business to Take It Out of the "Lightning Rod" Era— Existing Conditions for More Effective Work and How They May Be Taken Advantage of

By James H. Collins

[EDITORIAL NOTE:—The following article, delivered as an address before the Conference of the Society for Electrical Development, in New York, puts a new industry into a most interesting perspective. The suggestions regarding the directions in which better effort may be exerted are of interest to manufacturers generally. The article is reprinted from Electrical Merchandise.]

M OST of us have the impression that the sales end of the electrical industry is something new under the sum—that it developed only a few years ago when the central stations began sending out salesmen to stimulate the use of current and appliances, and that it was backed up a little later by the splendid sales work of the electrical manufacturers. It is some such belief that has brought you together to see if this new idea cannot be extended to the electrical dealer and the electrical contractor.

But the other day I talked with aman who threw a different light on this subject of selling electricity. He made it clear that the electrical salesman, far from being a new figure in the world, was really a fellow of considerable

historic interest.

Most of us know that in the manufacturing world generally, if we look up the development of any good practice in selling, we are pretty certain eventually to trace it back to the old-time book agent. He is the common ancestor of most salesmen, particularly in specialty lines. It is true that his methods have been refined and his ethics revised. Yet he is the pioneer who blazed the trail through the woods, nevertheless, and an accomplished book agent, one who knows his business, can take the sales manual of the average industrial concern to-day, and go over it page by page, and point out how much it owes to himself, and his rough and ready tactics in selling people books they were not expected to read.

Now, the electrical salesman does not descend from the book agent. He has an ancestor all his

own

All this electrical business goes back, of course, to Franklin's kite, and the lightning. And the electrical salesman goes back to the lightning rod. Gentlemen, he was a lightning rod agent in the beginning, and you can't get away from him, and this man I talked with the other day made it quite plain. He had been a lightning rod agent himself, and he told me how they operated.

HOW LIGHTNING ROD AGENT OPER-ATED

There were mighty few central stations in those days. He would drive up to a farmhouse, and get hold of the farmer, and fill his mind full of the fear of chain lightning, and then proceed to show, by practical demonstration, how life and property could be protected against this terrible danger. He carried a small electrical machine. This was shown, and explained, and the farmer was invited to take hold of its handles. He was assured that he would not be hurt-that the agent was simply going to administer a mild form of lightning that would do his rheumatism good. the agent turned a crank, and while the farmer was shaking and shivering under the current, a short piece of the lightning rod was dropped across the circuit. That made a short circuit. The current was diverted, and the farmer relieved, and there could be no plainer proof that this lightning rod would really sidetrack the thunderbolt. But the lightning rod man took no chances, he said. On the chance that a good contact might not be made when he dropped his section of rod, he had a small switch concealed near the crank of the machine. Just for luck, he would turn that switch as he dropped the rod, and



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Ar-M-R-Hotchkin

ten years Advertising Manager for John Wanamaker, New York, and three years Advertising Director for Gimbel Brothers, New York, joins this organization on November 1st, 1913.

Mr. Hotchkin's Merchandising and Advertising experience will be at the service of all clients of the CHELTENHAM Advertising Service.

Mr. Hotchkin will also personally direct an efficient Special Service for the promotion of advertising of important New York retail stores and specialty shops.

Cheltenham Addertising Serdice

S. W. M.

These three letters are the key that opens the door of a genuine opportunity to you.

The Southern Woman's Magazine—Southern Women—Southern Homes—Ready Money, is a chain welded together by loyalty. For the women who represent these homes and who spend the money, are patriotically loyal to this magazine, the only one in existence published entirely for them.

The fact that our sole reason for being is to represent them, gives us their entinusiastic approval.

The fact that our pages are filled with the "language of the South," gives us their loyal sympathy, and

The fact that we keep them abreast of modern progress without losing the vital personality of the South and the atmosphere of "Home," makes them our constant readers in rapidly increasing numbers.

Read what Southern women themselves, are saying:

"The Southern Woman's Magazine will meet with the approval of every Southern woman, and answer the longing in our hearts for something our very own." Mrs. M. S. Pearson, Beatrice, Ala.

"The Southern Woman's Magazine breathes of purity, truth and loyalty. It treats of our greatest Southern subjects, and is gaining immense popularity by its teachings typically Southern, showing the world what the South is doing." Mrs. J. E. Peery, Dresden, Tenn.

Southern Woman's Magazine

Nashville, Tennessee

F. M. KRUGLER
Advertising Representative
37-39 E. 28th St.
New York City

Both are at Your Service— See or Write Them the circuit was broken altogether. After that he had only to figure the amount of rod that the farmer would need. He always figured lightning rod in feet, he said. For when he made careful measurements, and put the price at so much a foot, the farmer felt that he was buying protection at the closest possible price.

Now, perhaps some of us, in view of the development in the electrical field, will want to disown and forget this early representative of the selling end. We are inclined to think that we have improved him out of existence, and that we can safely let him drop into the shady past.

But I believe there are a few points to be learned from his methods. We can agree that he was rather disreputable. Yet at the same time, we might look at him for a moment as the good old lady looked at the Devil. The good old lady, you know, was so charitable that she thought there was something nice to be said about everybody, even the Devil.

"Why, madam!" somebody protested, "how could anybody say anything nice of the Devil?" "Well," said the good old lady,

"Well," said the good old lady,
"I think we all might take an example from his industry."

We can look back to the lightning rod man and see that he was trying to do something in his practical way to clear up the popular idea of mystery in connection with electricity, and he will remind us that we ourselves have not altogether cleared it up yet, and that there is still plenty of work cut out for us there in the selling end.

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We can look back at his scheme for selling lightning rod by the foot, and realize that the contracting end of the industry is still rather hampered by a selling method that cries out loudly for improvement.

We will find it profitable to study his way of demonstrating a particular piece of electrical apparatus. It was shady, to be sure. But it was also pretty well developed.

But the chief point about him is. that he was a salesman. He had the knack of meeting people, and persuading them. He could make a farmer see that lightning was dangerous, and show him that you had to have a certain kind of apparatus to divert it, and his selling ability was so much greater than his technical knowledge that perhaps his apparatus didn't really matter at all. I doubt if he ever worried about the technical end.

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Gentlemen, you are all becoming lightning rod men. After vastly improving the technical end of your industry, and also improving its ethics, you are now called upon to become merchants.

The Standard Dictionary says that a merchant is "a person who buys and sells commodities as a business and for profit—especially one who has a place of sale and stock of goods—a trader." Until very lately the electrical industry has not been mercantile. Even now it still has far to go in living up to that definition.

Your industry is an engineering industry. I should not want anyone to be more generous in appreciation of the engineer than myself. Business and public life need the engineer everywhere, and the clean, able engineering spirit. But the engineer has one tremendous handicap. He has not yet become a merchant and a salesman. He has still to develop the faculty for meeting the public for which his technical achievements are wrought. He has still to understand and calculate the coefficient of mood, snap judgment, prejudice and downright superstition in plain people as the merchant does-to understand what slight refinements in appeal will move people-to realize that after service or goods have been made practical and economical and foolproof, there is also a fascination about them as merchandise, a subtle something that makes its appeal to people, and can be brought out to best advantage by display, explanation, adapting the stuff to person, time, place, use, pocketbook, and so on.

The engineer and technical man generally find great pleasure in the designing of apparatus and the development of service. The

CIRCUSING in CIRCLES about CIRCULATION

here

HOME LIFE'S 900,000 small town circulation differs from many similar sized circulations.

It means more.

More in quantity because small town families are large.

Hence, more to provide for —more food, more clothing, more household ware.

More care, therefore, in spending money, less frittering it away in useless extravagances.

More leisure to read, more time to give their favorite publication.

Now the corollary-

More impression made by, more and a larger responsiveness to, HOME LIFE advertising.

Home Life Publishing Co.

Arthur A. Hinkley, President 141-149 W. Ohio Street CHICAGO

Barton E. Buckman, Advertising Manager, 141 W. Ohio Street, Chicago, Ill. C. W. Wilson, Eastern Manager, 200 Fifth Avenue, New York, N. Y.

merchant finds just as keen pleasure in dealing with the public. Just picture in your minds the extremely long, complicated process by which it is possible for the consumer to turn a switch and use an electric flatiron. Think of the mining of coal and metal, the hauling, the designing and manufacturing, the abstract science and technical progress, the finance, and all that. Reflect that from end to end it is all more or less technical, and hidden from the public, and that finally there comes the moment when it all must be set down before the consumer to see whether the con-sumer wants it or not. After years of investigation and months of work, this complicated achievement has finally encountered a human being. That is a very dramatic moment, to my mind. It is the moment of the merchant. is a moment that has now to be taken into consideration by the technical men who have brought the achievement about, and selling, far from being any concession to the untechnical, is the supreme climax of the whole industry.

SOME LINES OF SELLING DEVEL-OPMENT

Now, with an audience like this, it would be a waste of time to try and indicate particular methods of selling. Those are always peculiar to each industry and we have at least four industries represented here to-day. Selling is not so much a method as a spirit. Infuse the right spirit into an industry, and the salesman will make methods. All I hope to do is to indicate some broad lines of selling development for the four sections of your industry that have come together to develop selling spirit.

There is the central station, to which all the activity of the manufacturer, dealer and contractor tends, and to which the consumer looks for service and information. Wonderful progress has been made in its selling methods, and at the same time progress has hardly begun. The central station man has still to put himself on the public's side of selling

and to deal with his commodity as a merchant. What drew him into selling in the first place? Why, we must admit that it was chiefly his own technical troubles. There was his curve, with its day valley, and he said he would see if he could not bring that up with some flatirons. He bought irons, and to get them into people's hands, sold them at cost or less. Absorbed in his sales of current, he did not see that this energetic little campaign on irons probably killed them in his territory as merchandise. The merchant can handle irons to better advantage than the central station. merchant will sell them to all people all the time, where the central station sells them to a few people during a brief campaign. Goods flow most easily through the regular mercantile channels. But the central station way of selling irons without mercantile profit may have made them impossible merchandise for the merchant.

If the merchant sold irons, he would sell them as part of a more modern method of handling the laborious work of the family washing. He would give consumers an appliance to wash clothes, too, and look at the whole proposition from the consumer's stand-

point.

How many of you have heard of the "wet wash" idea in laundry work? It started up near Boston a few years ago, they say. For fifty cents the steam laundry washes a bushel box of plain clothes, whirls the surplus water out in a centrifugal dryer, and sends them back just damp enough to iron. Laundry costs are chiefly for machinery and labor to starch and iron things. Wet wash is cheap because it needs only a washer and extractor. Even marking is made unnecessary by dividing the washer into compartments for individual lots of clothes. Here is big value for a housewife. appreciated by the well-to-do and the poor alike, yet not widely developed over the country yet for some reason. Here is the other half of that electric iron business; and when the central station man gets over on the consumer's side

Are you selling in Canada?

Recent tariff changes have caused many American manufacturers to consider the rich possibilities of the Canadian market.

A completely equipped Canadian branch enables us to adapt American ideas to Canadian conditions.

Trade investigations, distribution and sales methods and advertising campaigns are planned and executed by experienced men, fully conversant with all general and local conditions.

We are the only American advertising agency with a Canadian branch

Address our Toronto Office, our Main Office in New York or the office nearest you.

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Established 1864



Utopian

Antique Laid Deckled Edge **Book Paper**

This is an ideal book paper that should appeal to every lover of good printing.

The uniformity of finish of both surfaces, tone, texture and good bulking quality characterize its worth.

Those who have tested its printing qualities have been unstinted in their praise.

Samples will be sent gladly on request.

Stock sizes: 25 x 38-60, 70, 80 lb. $30\frac{1}{2} \times 41 - 70$, 80, 100 lb.

Henry Lindenmeyr & Sons

> Paper Warehouses NEW YORK

32-34-36 Bleecker Street 20 Beekman Street and plans selling as a merchant he will either develop wet wash himself as a central station service or help his local laundrymen to develop it. I guess the chief reason the laundryman has not built it up is, that the laundryman rather lacks advertising and sell-

ing capacity.

The merchant delivers his goods and often helps people finance As the mercantile purchases. sense develops in central station men, it seems reasonable to expect that more attention will be given to wiring, especially cottages needing only a few outlets, and to financing wiring on the instalment The central station can go as far in this direction as the instalment furniture man. And it is not altogether a question of small consumers. I was discussing this matter with a young man the other day, and he said:

"Last week the Boss invited me to dinner at his home, and I was surprised to find that he hasn't an electric light in the place-still burns gas. If a salesman came to the Boss with a modern scheme for wiring, and showed him some appliances, I really believe he'd be

interested."

Who was the Boss-some poor chap who can't afford to have his house wired? Not at all-an executive with a fine salary. Is his home far from a central station? No-in an excellent residence section of Brooklyn. Where has he been all these years then, that he has heard nothing of central sta-tion service? Why, gentlemen, this man is an electrical engineer, and the manager of a great electrical company!

Both the central station and the electrical manufacturer. I believe. will eventually work out a mer-cantile scheme of distribution for lamps and appliances so broad that these commodities will be sold like other merchandise, and the public will never hesitate about where they may be purchased. Recently I have moved into a new office building. The landlord provides sixty-watt tungsten lamps, and also wall outlets for drop lights, fans, and so forth. Tenants must purchase these latter appliances, however, and I was interested in the general state of doubt as to where such mysterious conveniences could be got. Consensus of opinion was, that you had to get them direct from the electric light company, and that it would be a highly technical transaction, costs

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You are all familiar with the stock objections against distributing lamps and appliances through general stores-the danger of wrong equipment, the merchant's temptation to sell cheap imported lamps, and so on. But these would not be obstacles to a good mer-He would maintain a friendly supervision over the purchases of store buyers, give them technical reasons against shoddy lamps and appliances, and perhaps devise a central station label, somewhat like that attached to standard supplies by the underwriters, which would be advertised to the public as an assurance that equipment bearing it was suited to local service, and which no merchant would want to have missing from his electrical merchandise when it had become known. The merchant's disposition is usually to stand behind his goods, and exchange or take them back on the most liberal terms.

When we come to better selling methods for the contractor and jobber, the future is not so clear in my own mind, Yet modern methods must certainly apply to these branches of the industry. We can start with the knowledge that both are necessary. jobber and contractor render service necessary to the public, or else would have been put out of business long ago, and when a service is necessary there is a point beyond which you cannot go in eliminating it, and also a pretty good ground for broadening it in

quantity and quality.

The electrical contractor is hampered by the system upon which he does business. Exact specifications restrict him on one side, and the close figuring of competitors on the other. His is a business open to almost any small man with a little credit, a little technical skill and a little

Newspapers Real Market Makers

Any advertiser—national or local—has one certain road open to the development of creation of markets. For the small retailer or the great department store, the newspaper is the one medium. For the national advertiser covering the entire country or the manufacturer expanding his trade by sections, newspapers are supreme.

Among newspapers,

The Seattle Times

holds a high position A growing list of advertisers is finding it more than profitable both as a producer of sales and a creator of good will. Only a thoroughly up-to-date paper fully equipped to satisfy the exacting requirements of the class of readers the TIMES is reaching can accomplish such results.

The TIMES covers the Pacific Northwest—the fastest growing market in the country. To advertisers who want to "start something," we will gladly send full details and much interesting information.

Times Printing Co.

Seattle, Washington

The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives

ENew York Kansas City Chicage



Will That Boy Get His Bicycle?

Last week we suggested that you get THAT BOY a Miami Bull Dog Bicycle for Christmas. Did you send in your order?

We do not want to hurry you, but we want to be sure THAT BOY receives his Miami Bull Dog bicycle on Christmas morning. Both our big plants are working night and day now, but we will guarantee delivery if you send your order today.

The Miami Bull Dog

is the latest product of our twenty years' cycle building experience. It is just the sort of bicycle all the boys want, motor type frame with drop top bar—guaranteed tires—motor handle bars and pedals—mud guards with splasher—motor saddle and Musselman coaster brake. It costs but \$85.00 and is guaranteed five years.

You haven't a boy of your own? Too bad! But how about your friend's boy. Why not gladden his heart for five years, and it won't cost you any more than you sometimes spend in a week on cigars and entertainment.

Remember we will agree to deliver this bicycle any place in the United States Christmas morning, carriage charges PRE-PAID. Just mail your check for \$38.00 today.

The Miami Cycle & Mfg. Co.

ambition. This small man may fail to develop into a contractor, yet seriously lower both prices and standards. Even if all the bids of the contractors in a given territory could be checked and harmonized on a reasonable basis, Uncle Sam might object to that.

But we all know that prices quoted and work really delivered are two different things. Specifications may be followed, and still there will be extras, careless installation and perquisites to be taken into account. Good installation is certainly worth all it costs, in this as in any other business. Good installation, therefore, if used as a selling basis, and explained to the public, ought to be something upon which to build business reputation, fair prices and lasting connections. contractor himself has taught the public to regard low competitive bids as the vital feature of his business. He has been rather content to bid on the jobs that develop of themselves, preferably large installations. Small work that has been disregarded as unprofitable could be developed on a group basis by proper selling campaigns, and so could improved installation in old buildings to give greater electrical convenience.

As for the jobber, his interests are bound up with those of everybody else in the industry. He is a middleman, that new arch enemy of society about whom we hear so much nowadays, and so little that is complimentary. But critics of the middleman might change their views about his profits and usefulness if they tried to perform his service and live on his margins for a few months. middleman persists because he is necessary. The electrical jobber is a clearing house and storage warehouse for the whole industry. He carries countless supplies and appliances, takes many chances and is the buffer and scapegoat for most of the successes and failures of the manufacturer, the central station, the contractor and the retailer. Selling effort for him seems to lie in close co-operation with all of them for high standards and the promotion of

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electrical expansion. The sales end is the big end. It means a good deal more than can vassing for new consumers, and putting out new appliances. It selling electricity as a whole. The central station canvasser rejoices because he sold to-day so many flatirons. what he really sold was so much central station life, that new form of civilization which is developing as the modern world outgrows its clothes. Somewhere lately I read that a man dissipates daily about two and a half kilowatt-hours of energy. Only half of this is mus-cular work. The rest goes to keep him warm. A man has, mass for mass, about the same heating capacity as an ordinary carbon lamp. It would take fourteen men to produce a horsepower of useful work. Now, we know what a kilowatt-hour of "juice" costs. and that man is not in it with us when it comes to generating and selling energy. Mechanical power has been pretty thoroughly applied to industry and transportation, and is just now beginning to come into agriculture in a really modern way. The last stronghold of man in his competition against mechanical power seems to be the Our stock notion of a comfortable home is still that of one where means and space permit the hiring of enough of these feeble human units of energy known as servants to carry on the work of cooking, washing clothes and dishes, firing the furnace and fighting dust and dirt. But the old order is breaking down. all see its finish. Power must be applied to the home, and is being applied in the form of electrical power, which cheerfully tackles big tasks and little ones, is always up and working before breakfast, never has moods, never talks back, or demands a night out, or entertains mysterious company in the kitchen. It is always there, ready to work for pauper wages, and work a month before it wants its money

This is what you are selling—the central station life. The time has come to grow beyond the tech-



Several excellent medical journals merit your patronage-

But, The Medical Council,

But, The Medical Council,
because of certain definite, tangible
facts, is undoubtedly—the big advertising
value among medical journals.
Medical Council's 24,401 paid subscribers (sworn statement upon request) is
as great a circulation for medical journals as
"Saturday Evening Post's" 2,000,000 for
general magazines.
Medical Council's subscribers are uniformly the busiest, most prosperous "family
physicians"—leaders in their communities.
Medical Council has an established
national reputation for this one important,
particular quality—"The unvarianted, solid,
practical helpfulness of its reading matter in
the physician's every-day work." The very
quality that has given "Printers' Ink" such
distinctive value. Council's rates for advertising and the properties of the ending to the prosecond of the ended of the properties of the
average high-grade medical journal; unprecedentedly reusonable for the quality and
size of circulation, prestige and unequaled in-

fluence.

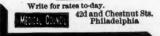
These are strong statements. They are made by a strong publication. Our books and records are freely open for your inspection.



The Medical Council is one of the "Big Six" list of medical journals. These medical Council is one of the "Big Six" list of medical journals. These six journals offer the adverter a most effective and a very economical means of covering the medical profession of America with minimum duplication of circulation. These journals all have the very highest reputation for integrity and journalistic excellence.

No journal in America is more conscientious in its requirements concerning the character of copy appearing in its advertising pages than The Medical Council.

Remember This—"What 'Printer's Ink' is to you in your every-day work, The Medical Council is in the every-day work of the busiest, most prosperous family physicians."





Save 31/4 cents a column inch on electros-

for your Canadian advertising by having your electros made in this modern Canadian plant.

The quality of the electros, stereos and mats made in this up-to-date plant are not excelled anywhere.

Full information regarding our service will be sent on request to any address.

Rapid Electrotype Company of Canada

"Plates that Print and Wear" MONTREAL, CANADA

nical aspects of the industry, to intelligently break down some of the technical safeguards and restrictions and mysteries that have hampered growth. Electrical service, appliances and information must be made commoner. They must become ordinary merchandise. You must become mer-chants. The sales end is not a side issue, but it embodies the whole future of your industry. It is a mighty big proposition, and invites you to develop it in the biggest possible way.

How to Keep Track of Legislation

SEARS, ROFBUCK AND Co. DEPARTMENTS OF ADVERTISING AND FRINTING

FRINTING
CHICAGO, Nov. 11, 1918.
Editor of PRINTERS' INK:
I am very anxious to keep in touch
with the laws of the various States affecting advertising. Can you recommend me the best source of supply for
such information?

IRWIN ROSENFELS.
Manager, Advertising Department.

The States holding regular legislative sessions during 1914 are as follows: Georgia, June 24; Kentucky, January 6; Louisiana, May 11; Maryland, January 7; Massachusetts, January 7; Missis-sippi, January 6; New Jersey, January 13; New York, January 7; Rhode Island, January 6; South Carolina, January 13; Virginia, January 14. Sixty-third Congress, Second Session, convenes December 1, 1913.

The Corporation Trust Co., 37 Wall Street, New York, has a legislative department which furnishes prompt reports on all subjects of legislation introduced or enacted in State legislatures or in Congress. It furnishes a daily ser-vice in the form of copies of bills as introduced, as amended and as enacted into law. The charge for the service varies according to the completeness of the information desired. Some of the largest industrial, public utility, railroad, insurance and financial institutions in the country regularly employ this service to keep track of legislation which may affect their interests or policies .- [Ed. PRINT-ERS' INK.

How Stewart-Warner Is Pushing New Product

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The Stewart-Warner Speedometer, Chicago, attracted attention to a new cream separator speed indicator exhibited at state fairs this year by a crank-turning contest open to everybody. Substantial prizes were offered to the visitor at the booth, who, without timing himself, could turn the crank of the cream separator nearest to the speed at which the manufacturer of the machine intended it should be operated.

which the manufacturer of the machine intended it should be operated. As no purchase of any kind was required the visitors were anxious to see how near they could guess. The idea developed into a clever advertising campaign as the farmer who found his judgment wrong in guessing the number of turns was immediately shown that using a cream separator without positive means of timing himself was a costly matter. Tests were shown that turning a machine at twenty-eight revolutions a minute when the manufacturer designated forty-five revolutions, meant a loss of 50 per cent of the butter fat from the milk.

Real Turkeys Trot in Texas Boom Scheme

Cuero, Tex., which is said to be the center of the turkey-growing industry of the country, is celebrating this week its second annual "Turkey Trot." Governor Colquitt and other Texas officials attended the paradle of between 10,000 and 15,000 turkeys, intended for the Northern and Eastern markets and for innumerable Thanksgiving and Christmas dinners, while a general celebration was provided in the form of a midway, races, etc. The first "Turkey Trot" was held last year, and served so well the purpose of advertising Cuero as the center of the principal turkey-producing section that it was decided to repeat it in 1913. A feature of the publicity work was sending out imitation telegrams to all parts of the country. The messages were headed thus:

THE CUERO TURKEY TROT TELEGRAPH CO. 150,000 turkeys visit Cuero annually. Gobble service to all the world.

Prickitt with "The Independent"

H. C. Prickitt, who has been connected with the advertising department of the Scientific American for four years, and was earlier associated with Collier's Weekly, is now with The Independent, in charge of New England and New York State.

Charles Nobbe, of New York, has been appointed special representative for the Scranton, Pa., Scrantonian, Wilkes-Barre, Pa., Independent and Chico, Cal., Enterprise.

E. K. Gillett, formerly with M. D. Hunton, has purchased a part interest in The Motion Picture News, New York.

Washington and Oregon

produced 15% of the total lumber cut and more than $\frac{2}{3}$ of all the shingles manufactured in the United States last year.

These states lead, as they have for some years, in the volume of lumber production.

This is only one of the industries whose marketing will be greatly facilitated by the opening of the Panama Canal and whose extent makes the PACIFIC NORTHWEST a remunerative territory for the user of

Outdoor Advertising

Foster & Kleiser

SEATTLE PORTLAND TACOMA BELLINGHAM

RINTERS' INK

A JOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. Rober, Vice-President and Treasurer, R. W. LAWRENCE, General Manager, J. M. HOPKINS. The address of the company is the address of the

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. McKinney, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates; Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, NOVEMBER 20, 1913

International A recent meeting Advertising of the Aldwych Club in London Convention was devoted to a debate on the question: "Is the time ripe for an international advertising convention in London?" The suggestion was to hold such a convention in 1916 and to invite American advertising men to attend. Mr. Higham, who launched the idea, predicted that a thousand advertising men from America would attend such a convention. This estimate is decidedly oversanguine and we would not en-courage our English cousins to formulate their plans on any such basis. It is probable, however, that a representative and fairly large delegation could be anticipated if our presence were earnestly desired. But it appears that there is a decided difference of opinion among the Englishmen We quote from on this point. the report of the debate in the London Advertiser's Weekly:

Mr. T. B. Lawrence introduced the note of opposition by saying the conven-tion would be of no earthly use. . . . The Americans would be sure to pre-dominate with their noise and take charge of the whole proceedings and

Englishmen would get nothing out of British convention, would be a different thing.

This view, it is interesting to note, was combated by some of the other speakers, as for example:

ample:

Mr. Beable (Vi-Cocoa) opined that
the great question they had to face was
apathy. "Advertising," he said, "is the
worst advertised proposition in this
country." We were not one whit behind the Americans in advertising; the
thought we were as far advanced as
they were on the other side and that
we had nothing to fear from Americans
in that respect. So far as "swank"
(bluster) was concerned, he thought
they had members in the club who
would hold their own with anybody.
(Laughter.) (Laughter.)

Another speaker, W. E. Spiers, thought that it would be years and years before there would be an international convention because the British mind is temperamentally opposed to discussbusiness successes frankly and failures. "I don't want a man from another country coming here to teach me how to run my business," Mr. Spiers said would be the attitude of many Englishmen.

As long as there appears to be a divided opinion in England, it is in order to point out that an "in-ternational" convention is to take place in Toronto next year. That is British soil and the Canadians were certainly most cordial in extending their invitation which we were very glad to accept. That convention will be attended by a large number of Americans and, we trust, by a correspondingly large number of Englishmen. We hope they will not be annoyed by

our "noise" or our "swank."

In the meantime, O. J. Gude, creator of the Great White Way. sailed on the Mauretania on November 19 for the purpose of extending an invitation to the advertising men of Great Britain to the Toronto convention. Although his signs may be a bit "noisy" or "swanky," we do not think they will find those qualities in Mr. Gude personally. In fact, American advertising men who are doing the really big things are usu-ally modest, for most of their noise goes into their advertise-

ments.

The Englishmen who attended our conventions at Boston, Dallas and Baltimore were more than welcome. The unanimous sentiment was that they paid us a very high compliment in taking the time and trouble to come over here, and we hope to see an increased number when we meet on mutual ground at Toronto. The American business men are not at all sensitive about having some one teach them "how to run their business"-on the contrary, they frequently pay large sums for useful suggestions.

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The Delaware Tackling and Hudson is the recognized Impossible in financial circles as one of the most efficiently managed railroads. It has a long record as a nine per cent dividend-Among its properties is the Fort William Henry Hotel at the head of Lake George, in the northern part of New York State. Lake George is a noted summer resort, but the railroad is now working on a campaign to make it a winter resort as well.

That may strike some people as a pretty hopeless job and as a severe test to which to put advertising. People are not accustomed to think of fresh-water lakes in the mountains as desirable spots when Therefore this icy winds blow. campaign will have to change the public's mental attitude. The attractions of Palm Beach in winter are obvious, but it will be far harder to turn snow, ice and nipping cold into selling points of potency. The campaign will reyolve around the delights of winter sports. We do not know whether it will be a financial success or not, but no stockholder is likely to find fault with a management which has courage and imagination enough to attempt the task for the purpose of producing revenues over twelve months of the year instead of the usual Then there are the three months. Then there are the examples of Atlantic City and Poland Springs, which have successfully devoted themselves to taking the b-r-r-r out of winter and changing the advertising connotations from sleet and icv blasts and cold feet over to bracing air, roaring open grates and shameless appetites. The Lake shameless appetites. George experiment deserves to win, anyway.

Advertising records are full of attempts to accomplish the seemingly impossible. The files of PRINTERS' INK show that. Sometimes they win out and sometimes they fail. But the spirit that is abroad in modern business is unmistakable-it is the same spirit that put the American flag eventually at the North Pole. The history of success is the history of men who do not know a saturation point when they see it.

There is food The Next for thought in Step for the these words of Corporations the new president of the New York, New Haven & Hartford Railroad. Howard Elliott, said in the introduction of a collection of his public addresses:

Railroad officers have been less active than they should have been in keeping in touch with the public. Stockholders have not realized how strong the forces affecting their properties are

affecting their properties are.

It is a grave question whether railroads can continue to meet demands of the people and be efficient instruments if owned by private individuals but in all important matters of management, except finance, practically directed by Governmental authority.

Those in the railroad business have a greater responsibility than ever before; not only of doing their best, but of telling the people the facts.

Thus belatedly are corporation executives coming to the understanding to which they long ago should have come. It is the first step. The second should be to tell the facts in paid space.

In a recent issue of PRINT-ERS' INK Mac Martin related how the Minneapolis Gas Light Company made effective use of the advertising columns of the local newspapers to repulse a political attack, and is in a fair way to succeed in the effort.

Page ads, it is true, are expenbut hostile legislation is much more so. It might take a good many page ads scattered through the country to change the popular mind towards the rail-

roads, but if it did it, the expense would be as nothing in comparison to the uncounted millions that the popular distrust is costing them to-day. The press agent campaigns of the railroads have been a broken reed to them. Let them come out with straight talks to the public over their own signatures and the results will cer-

tainly be different.

The railroads have talked travel to the people, but they have not talked service to them. side of the case has been presented to the readers of the financial columns, but it has not been accommodated to the understanding of the average reader. They have let others talk for them and the conviction has not gone into the story that would have gone into it if they had "sat up nights" with a good advertising agency and prepared the story for large, paid newspaper space.

The executives of the railroads are big men, and though, as Mr. Elliott says, they have made the mistake of underrating the power of public opinion, they are certain now to subject this factor to fresh and keen study. We shall be surprised if they do not arrive eventually at substantially the same conclusions in respect to their needs that advertising men have

reached.

An acquaintance Ideas at of George Hora c e Lorimer's sought to com-Two Cents

pliment him by letting him know how interesting a recent copy of The Saturday Evening Post had been. "I enjoyed everything from cover to cover," said this acquaint-ance enthusiastically.

"Dear me," replied Lorimer, "how did we happen to make such a mistake? You see, our plan is never to have in one issue more than two articles or stories that will appeal to any one type of reader. If everything in that issue appealed to you, we blundered."

A great many editors consciously or unconsciously follow Mr. Lorimer's plan. Even in such a business as advertising there is great diversity of interest and experience, and in making a magazine for the entire national field. it is not to be expected that more than two or three subjects covered in any one issue will appeal to any one reader. An average of two ideas from items a week means 104 per year, at an average cost of less than two cents. There is nothing of the high cost of living in this, to say the least.

Get That Cherington Book Out!

The growth of advertising and advertisevery ing interest depends absolutely

upon the dissemination of true information about advertising undertakings and the principles un-

derlying them.

The educational committee of the Associated Advertising Clubs of America, through its chairman. Herbert S. Houston, calls upon the clubs to push the sale of Cherington's great book on "Advertising as a Business Force," so that the clubs can win prizes for themselves in the book-selling contest arranged by the commit-The real appeal, the big thought, however, is that the truth about advertising contained in the book may be planted in thousands of minds that are lying fallow now or else are being exhausted by the weeds of advertising waste.

Cherington's book is direct advertising to the prospects of today and to-morrow. Who can estimate the millions of dollars' worth of extra advertising it will create, if it is sown thickly

enough?

The work of "advertising advertising," which PRINTERS' INK itself has been performing once a week for twenty-five years is ad-mirably supplemented by a carefully written and authoritative book like that of Professor Cherington.

A. C. Riddell, formerly connected with the agency of Riddell & Walters, Vancouver, B. C., has been appointed district sales and advertising manager for Stone, Ltd., of Toronto, for the provinces of British Columbia and Alberta.

The Seattle Post-Intelligencer

A. S. TAYLOR

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SCOTT C. BONE

Seattle, the gateway of Alaska and situated on the finest harbor in the world, to-day has a population of 300,000 people and holds commanding position as the metropolis of the North Pacific coast country.

Seattle is growing and the Seattle Post-Intelligencer—supreme in its field—is showing a corresponding growth. It is the only Seattle newspaper which, according to sworn statements to the government, showed a gain between April and October, and its gain was substantial. Here are the figures.

April 1, 1913 —Net paid circulation, daily, 49,425 October 1, 1913—Net paid circulation, daily, 52,555

The Post-Intelligencer prints no predated editions and employs no artificial means to promote its circulation.

It is growing upon its merits as a free-handed, fair-dealing, independent newspaper, attuned to the spirit of the most progressive, enterprising, wide-awake and promising city on the American continent.

The Post-Intelligencer is far and away the best advertising medium in its field. It has rejected thousands of dollars' worth of questionable business during the year, but is eclipsing all records for volume of clean, legitimate advertising at uniform rates.

Salaried Representatives

WILLIAM J. MORTON COMPANY

Fifth Avenue Building, N. Y. - Tribune Building, Chicago

The Value of An Advertising Medium

can be pretty safely determined by the amount of keyed advertising represented. It is the acid test, so to speak.

More than 95 per cent of the advertising in

PHYSICAL CULTURE

is keyed. In the December issue, there are 64 pages of advertising, 60 pages of which are made up of keyed-copy.

New York Office: 1 Madison Avenue O. J. ELDER, Manager Chicago Office: People's Gas Building W. J. Macdonald, Manager

The Steadiest Growing Magazine Advertising Section in America

The Boys' Magazine

should merit your serious consideration when making up your new list.

Walter Camp

known to every boy and young man as America's greatest athletic authority, edits THE BOYS' MAGAZINE. Monthly editions are over 105,000.

Rate per line 50c, or 45c a line for ¼ page or more.

The Boys' Magazine Smethport, Pa.

Jas. A. Buchanan, Western Representative, 387 Marquette Bldg., Chicago, Ill.

Fallacy of Rating Mediums on Inquiry Basis

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Where a Mistaken Emphasis on Inquiries Leads Well-Intentioned Advertisers — Interesting Tests —No Substitute Possible for Gray Matter—Address Before St. Louis Ad Men's League

By Luther D. Fernald With Collier's, in Chicago

THE value of a strong inquiryattachment as a means of helping to sell goods sold through dealers is debatable; I personally think there is frequently a mistaken emphasis on inquiries, to such an extent that the very best possible result—the actual purchase of the merchandise from a dealer—is subordinated.

In other cases inquiries, properly made secondary, do serve the useful purpose of gleaning an additional harvest out of the advertising, after the main crop of results has been harvested through normal channels — the retail

trade.

But for advertisers of products sold through dealers the inquiry test of the value of mediums is fallacious. For the advertiser is buying sales, not inquiries, and yet, being unable to count sales, he would count inquiries. The only man who can gauge the value of a medium positively is the mailorder advertiser, who judges publications not on the number of replies, but on the number of sales.

As a matter of fact, the wise mail-order advertiser cuts off the publication which produces too many inquiries, if the number of inquiries is too great in proportion to sales. The high cost of following up inquiries will offset a low cost of getting them, and result in a too-high cost per sale as compared with other publications whose inquiries come from buyers instead of mere inquirers. His best publications are the ones producing as few as possible waste inquiries.

But the advertiser who sells through dealers has no sales test, and gives the prize to the publication producing inquiries at the lowest cost.

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Now the mail-order man has to have inquiries to make sales. The only way people can buy his goods is to write to him. If people don't write him he doesn't sell them.

ADVERTISERS' IDEAS CONTRADICT'

On the other hand, the easiest and best way for the consumer to get the dealer-sold merchandise he sees advertised is to go to a dealer and buy it. Yet some advertisers, wanting people to go to their dealers to do their buying, nevertheless put a premium on the publications whose readers do not do this very thing. They praise the publications which bring them lots of inquiries, and condemn those that don't.

A 100 per cent efficient medium, reaching only people who could buy and use an advertiser's goods, and living where the goods themselves are readily in sight and on sale, would do its work in sending people into the stores to ask for the goods, instead of writing for some pictures of them. A medium reaching only people who could buy his goods, but 50 per cent of whom live where the goods are not distributed, would produce a great many more inquiries. Inquiries in this case would probably simply indicate what percentage of the publication's circulation was outside the regular course of trade.

On the other hand, a third publication, with 50 per cent of its people good prospects living where the goods were well sold, would have in the other 50 per cent a great many non-prospects. If the "bait" for the inquiry is as strong as it frequently is, it is more likely to draw inquiries from the curious, bargain-hunters, etc. (both children and grown-ups) among the 50 per cent non-prospects, than it is from the 50 per cent real prospects.

My point is not that no inquiries are any good, but that inquiries are never 100 per cent good; and that what is usually an unsafe test for the mail-order adver-

Advertising Talk No. 2

A DVERTISING judiciously is salesmanship multiplied.

To know how to advertise—where and when—is a science.

Some businesses can do better through advertising. Others again can begin right by intelligent use of the printed word.

That's my business to show you how to increase sales, and I would be pleased to plan a campaign for you.

RUDOLPH GUENTHER

Newspaper & Magazine Advertising 115 Broadway New York

The first number of the SUNDAY EDITION

of the

Dayton News

Was issued Nov. 2, 1913.

BUSINESS CARRIED: Local, 191 columns; Foreign, 10 columns; Classified, 17 columns, or a total of over 64,000 lines of paid advertising—An exceptional record for a first issue.

THE SUNDAY NEWS becomes at once the leading Sunday Newspaper of Dayton.

Contracts accepted guaranteeing 20,000 Net Paid circulation. Rate, 4½ cents per line—Dayton News and Springfield News combined, 6 cents per line.

Each paper is published six evenings and Sunday morning.

NEWS LEAGUE OF OHIO Home Office, Dayton, Ohio

New York-LaCoste & Maxwell, Monolith Building.

Chicago—John Glass, People's Gas Building.

The Atlanta Journal

Atlanta, Ga.

Advertising in The Journal sells the goods.

Real circulation:

Daily - - - 57.662 Sunday - - - 67,905 Semi-Weekly 101,568

The Journal covers Dixie like the dew.



The Globe-Wernicke Company requires the services of a young man in the Advertising Department. have had experience in catalog work, house organ, trade papers, handling inquiries, and other detail work. The salary is not large to begin, but there is plenty of opportunity. Position to be filled at once. Write stating age, experience, salary expected, etc. Send samples of work. Address: Dave E. Bloch, Advertising Manager, The Globe-Wernicke Company, Cincintiser, whose whole business must be done through inquiries by mail. is always an unsafe test for the advertiser whose best inquiries are those made to his dealerswhose mail inquiries are inci-dental rather than fundamental, and who has no final test of sales, but merely the fiction of "the law of averages" to fall back on. The mail-order man says,

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"Write me for my catalogue-the only way to get the goods I sell." Yet even he can't judge mediums by inquiries.

While some national advertisers say, "Go to the dealer for our goods"-and then judge their mediums by the number of people who write for a catalogue, or even

a calendar or puzzle! When I heard of a campaign which combined the essential features of both a mail-order campaign requiring inquiries and tracing sales, and a dealer cam-paign having national distribution of the article sold, I knew that its showings would be of unusual value in proving the fallacy of the inquiry-test.

I am going to give you the actual facts of this campaign. By divulging the advertiser's name more exact information can be given than would be otherwise possible. But I have detailed proofs of every point for anyone who wants them.

> A BOOK-ADVERTISING EXPERI-MENT

The records I quote from cover the last and largest complete season, with an appropriation of \$55,000, in fifteen great national mediums. Campaigns of two previous seasons also bear out these findings.

The proposition advertised was a set of books ranging in price from popular editions of \$35 to \$60 up to sets in more expensive limited editions in finer bindings, etc., running to several hundred

dollars.

The advertiser had sold books by canvassers all over the country for years, and had a selling staff equivalent to very good distribution for an ordinary article of merchandise. This particular set was not, however, sold by booksellers.

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While he intended to follow up every inquiry either by a can-vasser's personal call, or by a strong mail follow-up, he realized that the way for many sales made by his sales organization would be paved by this advertising, even though not traceable directly to advertising.

The inquiry appeal was, however, made strong, as the only way one could secure the books would be from the publisher or his canvassers. At the same time he made his copy large and its appeal strong, to as much as possible pre-sell its readers, and cut curiosity inquiries to the minimum

All inquiries were, if possible, followed up by canvassers, using the inquiry as an invitation to call. Inquiries out of reach of the selling organization were followed up by mail. The great majority of inquiries were followed by salesmen, and most of the sales were made by personal canvass

This rather elaborate preliminary is given to show the bearing of this campaign where results could be traced to the average general publicity campaign with an inquiry attachment where the very best possible result—the actual purchase of the goods from the dealer, never comes to the advertiser's attention at all.

The manufacturer of shirts or toilet accessories, or ice cream freezers, or motorcycles, or food products, has hundreds or thousands of retailers selling his product.

AS TO GENERAL ADVERTISERS

His distribution is equivalent to the book advertiser's distribution, except that his distribution is usually evident to the average buyer of goods at stores, while the only way the consumer could get this publisher's product was by writing him or by having a canvasser happen to call on him.

Actually the usefulness of inquiries was far greater to this publisher than to any general advertiser selling through stores. The Chicago Record-Herald has the second largest circulation in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 200,000 Sunday, and it is one of the first eight morning newspapers in the United States with a circulation of 150,000 or more.

A statement of the circulation of The Chicago Record-Herald is printed day by day for the preceding month on the editorial page of every issue.

THE CHICAGO RECORD-HERALD



They were as necessary a part of his selling plan as they frequently are a positive hindrance to sales on generally distributed products.

The main point is that even if this advertiser had judged his mediums, his dates of insertions, his sizes of copy, solely by inquiries he would have been as far from knowing the real worth of each correctly as the average advertiser who counts inquiries but can't count sales.

Now, what was the medium which proved to be the most efficient medium per dollar expended? Was it the lowest in cost of inquiry? Was it next to lowest? Was it the third, fourth or fifth?

None of these.

The publication first in low cost per sale was eleventh in rank in cost of inquiries.

On the other hand, the medium first in inquiry cost was fourth in

sales cost.

The sixth publication in cost per inquiry was third in cost per sale.

The third in cost per inquiry was fifth in cost per sale.

The fourth in the inquiry list was eighth in the sales list.

The ninth in inquiry cost was

fifteenth in sales cost.

Other inquiry rankings are about as poorly indicative of trace-able sales value. There is not even any consistency of inconsistency. You can establish nothing from this showing—except that: The number of inquiries simply proves nothing at all about number of sales.

In only one case would the rule-of-thumb method have hit it right; the publication second in inquiry cost was also second in sales cost. One case out of fif-

teen!

FURTHER INQUIRY-TESTS

Here are some more tests of the

inquiry-test:

All except two inquiries from one medium were called on by canvassers; these two were followed by mail and each person bought a set. Fifteen from another were followed up in the same way, and one sale resulted. Thirty-one from another pro-

duced no sales at all. Ninety-five from another produced one sale. One set was sold among another publication's 188 inquiries followed by mail.

Inquiries	Sales
2	2
15	1
31	0
95	1
188	1

Other inquiries numbering 399 from three insertions in one publication produced \$435 in sales, while 38 inquiries from one insertion in another produced \$513.

399	inquiries				\$435
38	inquiries				513

As in other cases, the inquirytest would have cut off the real producer.

Try this on your inquiry-test: Cost of inquiry for publication, A was half as high as for B, and one-fourth as high as for C; yet A cost 12 per cent more per dollar of sales than B, and 16 per

cent more than C.

Is an inquiry an inquiry for all that?

But I am not through yet. Some advertisers I know would have thrown up their hands in holy horror at, and rushed a cancellation to the medium which cost over \$25 an inquiry one month. Yet each of these \$25 inquiries meant eighty times as much money for the advertiser as another publication's \$2.50 inquiries.

Verily an inquiry in the mail is no indication of a buyer in the

store.

Another example: One piece of copy in one publication produced nearly twice as many inquiries as another piece of copy of the same size run shortly after. The inquiry-test would have proved the second copy weak or run too close to the first. The second copy, with half as many inquiries, resulted in \$53 more sales than the first—and both did well.

Another: The same copy which produced phenomenal returns of 2,359 inquiries from one publication produced only 401 from the other. Inquiry cost on the 2,359 was the low record of the campaign.

The 401 inquiries cost over four times as much per inquiry.

But 401 inquirers spent exactly \$45 more with the advertiser than

the other 2,359 did.

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But why go further? In the light of such facts as these, may I not be so bold as to suggest that the little inquiry book kept by the \$6 or \$8 a week girl is not the infallible and final answer on advertising mediums that you may have thought it is?

May I be so bold as to suggest that it be regarded as an interesting sidelight on your advertising -perhaps a danger-signal system -but not a substitute for your own and your advertising agent's good gray matter in picking the advertising mediums in which you spend your thousands or hundreds of thousands of dollars, in not only helping your dealers sell your goods now, but also in making that permanent investment in the minds and memories of the people which makes good advertising a real investment rather than an expense?

Branch Houses versus Dealers

Branch houses are presenting a diffi-cult problem for not a few of the big cult problem for not a few of the big automobile manufacturing companies, says Automobile Topics. In some cases they are adopting a policy of disposing of their branches entirely, to place the sale of their cars in the hands of cap-able dealers. Despite the successes that able dealers. Despite the successes that may be pointed to in the administration of the branch house system, many of the companies find branch houses a

heavy burden.

The companies complain that to make a man a branch manager is often to spoil him, his inclination being to try spoil nim, his inclination being to try to become a mahogany desk executive, with push button inclinations, instead of an active fighter for business. The branch managers, on the other hand, have equal cause for complaint in many instances against a policy of long distance management from the factory that leaves the branch manager no choice or power as to location, running expense or other vital matters relating to the business.

business.

The general situation in regard to branches seems to be that branch managers should take themselves more in the light of dealers than factory executives, and that the factory should give power where it places responsibility. Otherwise a good dealer is likely to give a factory a happy profit where a branch shows a heavy loss.

Wanted an Advertising Man For a Great Department Store

The store is one of the high grade stores of New York City-in volume of business among the first four.

The man must be big enough to do its advertising efficiently.

The salary will be liberal at first and grow with the man.

> Applications should state age, experience in detail; past and present connections, whether married or single. They should include liberal samples of previous work. They may well include also references as to ability and habits.

> All applications will be considered confidential. All samples of work and references will be returned without undue delay.

Address "H. M.," Box 120, care of Printers' Ink

To All Users of Advertising Copy

We have established a "copy" department and we should like to open business relations with you because of it.

We supply complete advertisements-with or without illustrations, as may be required-suitable for newspaper or magazine use; also booklets, letters, circulars.

house organs, etc.

The reading matter that we furnish is properly prepared. The art work cor-There responds in quality. is no need to boast about Plain statethese things. ment is sufficent.

When we say that we produce work of as high a standard as any in New York, we mean just that.

All we ask is a trial order. We have full confidence as to further relations after that.

Will you write or telephone us-TO-DAY?

THE WILLETT PRESS 5 West 20th Street, New York

Telephones: Gramercy 3477-3478

SPECIAL-We do not "place" advertising

Every copy of Printers' Ink is an impulse to original thinking.

Pass the word along to your friends.

Permanent Injunctions for " New Cloth"

"New Cloth"
Burton Brothers & Co., of New York, cotton goods, who are owners of the trade-name "New Cloth," have been granted permanent injunctions restraining the advertising, offering for sale or selling of any textile fabrics under the name "New Cloth,"
Burton Brothers & Co., who have widely advertised "New Cloth," say the following in regard to the outcome of their suit: "We recently instituted proceedings in the Supreme Court, county of New York, for the protection of our trade-mark, "New Cloth," in which proceedings temporary injunctions were obtained. Permanent injunctions have now been entered, en tions were obtained. Permanent in-junctions have now been entered, enjoining and restraining the advertising, offering for sale or selling of any textile fabrics under the trade-mark New tabrics under the trade-mark New Cloth' not of our manufacture, or from the employment in connection with the sale of textile fabrics any trade-mark oc closely similar to our trade-mark 'New Cloth,' that the public will be confused, and will, therefore, purchase other goods believing them to be of our manufacture.

"The above suits were benefit or New Cloth,"

The above suits were brought to proour customers throughout the United States, who are doing a legiti-mate business in 'New Cloth,' a fabric and trade-mark which we originated and which we have widely advertised.

Copy Suggests Keeping Scrap Book

Book

The Southwestern Milling Company, of Kansas City, Mo., is advertising Aristos Flour through a campaign of publishing recipes. The headline "Start an Aristos Recipe Scrap Book" was written to suggest that housekeepers keep the recipes. From the fact that women are clipping these recipe advertisements from the newspapers, the company has been able to trace direct results in sales. An educational campaign of this kind is a radical departure from the ordinary outdoor publicity methods of other manufacturers, but owing to its newness it is bringing good results.

The Aristos recipes are selected to convince quickly the housekeeper of the economy of Aristos Flour in baking.

Palm Olive's Full-Sized Sample Palm Olive S or IIII-olized Sample Palm Olive Soap is being introduced in many new centers by offering three regular fifteen-cent cakes of the soap free with every fifty-cent jar of Palm Olive Face Cream. The plan is similar to that recently tried, among others, by the Postum Cereal Company, which gave a package of Post-Toasties with a package of Grape-Nuts.

Fort, of Memphis, Changes Connection

Lewis D. Fort, formerly connected with the firm of Fort-Greenlaw, Mem-phis, Tenn., is now advertising manager for the De Soto Paint Mfg. Company, for the De of Memphis.

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In Armour & Co.'s campaign on
"Economical Eating" different kinds of
ordinary foods are played up in the
advertising. For instance one piece of
copy shows a big dish of steaming
hominy. The copy suggests that hominy
is good eating, but that it needs richness, and when cooked and ready to
serve a large piece of Armour's Glendale Butterine should be placed in the
center of the platter. Armour & Co.
are not selling hominy yet it is the
feature of the copy, because it is a
product found in nearly every home,
and can readily be given a new flavor
and taste by using in the way suggested.
It is felt that there is a great deal in
this idea of hooking up the advertised
product with some ordinary product
that can be found in nearly every home. that can be found in nearly every home.

A New "Bull" Durham Plan

A "Good Luck Dime Savings Bank" is the latest novelty to be offered with a five-cent sack of "Bull" Durham Tobacco. Only one bank is given to a customer. It is so small it can be attached to a watch chain and slipped into the vest pocket. The bank holds a dollar. The tenth dime opens the

The "Bull" Durham advertising is also featuring seven drawings illustrat-ing the right way to roll a cigarette. Underneath each drawing is a descrip-tion of each step in rolling the cigarette.

Ad Clubs to Boom an Exposition Building

Ad clubs and commercial organiza-tions in Detroit, Bay City, Grand Rapids, Saginaw and Kalamazoo have organized for the purpose of providing ways and means for a Michigan State building at the Panama-Facific Exposi-

tion.
Officers of the organization, which will be permanent, include: R. B. Lawrence, of Bay City, chairman, and L. C. Covell, of Grand Rapids, secretary.

Rolfe and Westall Change Connections

Hayward P. Rolfe, formerly advertising manager of A. Shuman & Co., Boston, has been appointed a New England representative of N. W. Ayer & Son. Carroll Westall, for four years advertising manager of the Pettingell-Andrews Company, Boston, succeeds Mr. Rolfe with the Shuman Company.

Boston Agents' Officers

The Boston Advertising Agents' Association, which was organized last spring, has elected officers for the coming year as follows: President, H. B. Humphrey, of the H. B. Humphrey Company; vice-president, A. W. Ellis, of the A. W. Ellis Agency; secretary and treasurer (re-elected), E. D. Kollock, of the E. D. Kollock Agency.

Economical Paper Buying

You can buy better paper at the same price, or the same quality at a lower price and get exactly the quality of paper you order provided you have some accurate method of gauging the quality of every pound you buy. It is strength which governs the quality in 90% of paper.

You can accurately measure the strength of your paper by using

The ASHCROFT Paper Tester



It enables you to determine STRENGTH, to specify STRENGTH, and to check up the STRENGTH of paper delivered.

It will give you instantly in figures the strength of letterheads, envelopes, office forms, catalogs, wrapping and other papers.

We have prepared Special Specification Forms, to use in conjunction with the Ashcroft Paper Tester. By using a Tester and these Forms, you can materially re-duce your paper bills.

Write at once for these Forms, and a Booklet on Paper Buying

The Ashcroft Mfg. Co. 119 West 40th Street New York

Binders for Printers' Ink

Neat and serviceable: 65c each post-paid. Will hold ten copies.

The Little Schoolmaster's Classroom

"M R. PRESIDENT," said the advertising manager when they were quite alone, "I think I might as well tell you that co-operation between me and the sales manager of this concern is extremely difficult."

The president reached thoughtfully into his cigar box and bit off the end of his selection with much care and deliberation. Those who knew him well knew that he was focusing thoughts when he did that.

difficulty?" "What's the

Somehow, when he came to make out his case, the advertising manager had the feeling that per-haps he had allowed himself to magnify the difficulties somewhat. But he had opened the subject

"There's no one thing that's very serious," he replied. "It's just Brown's dictatorial cocksureness on almost everything. He is a good salesman, I'll admit that, but advertising and correspondence are not among his strong points. Yet he is stuck on his ability in all these things. He wants to have his little criticism on everything that goes to the consumer, the dealer or our sales-He suggests some ridiculous things and he wants me to prove that this is right or that is wrong. I can't stand his hammerand-tongs way. I'd appreciate his views if he would only give them in a reasonable way and give me credit for knowing my end of the work as I give him credit for knowing his."

"Sanders," said the president,
"I have known Brown much longer than you have, and I fancy I know his strong points and his weak ones better than you do. Brown is a great individual salesman. With that positive tempera-ment of his, he pulls over big deals that the quiet, broad-minded salesman does not seem able to close for us. Brown is a very valuable man to us because first,

last and all the time we need orders. He is too old to be reformed, and I don't know that I'd do it if I could. You must take him as you find him. I want you two to confer on many things. I am a very busy man-too busy to get into all your conferences. You must get rid of your touchiness, possess a sense of humor, learn to give and take. I think you are strong in several ways where Brown is weak and I rely on you to give us support on the weak spots. You must be a big enough man to fight your own battles. Don't give in when you know you are right. As the last resort, put the question up to me. These problems of ours are no child's games. We need that tact and force that a .44-calibre man must have to win out.

No, this conversation did not take place. It is just one of those conversations that could easily take place in many a private office.

g

"Honeymoon" sewing machine and "Telephone" peas are two names that have recently come to the Schoolmaster's attention as names that have considerable advertising value.

The concern has advertised very successfully for a score of years, and several very able advertising agency men have expended their energy on the account, but just recently a new organization of energetic young advertising men dug deeply into that advertised-fortwenty-years business and discovered three or four important things that ought to be done things that the head of the con-cern has been struggling with "away back in his mind" for some time. That this aggressive agency hits on them as problems de-manding immediate attention crystallizes the manufacturer's reflections into a conviction. Not only has the new agency hit on important departures in the advertising and selling, but it has apparently

found ways in which the work can be effectively done.

incident reminds the This Schoolmaster of a remark he once heard from an agency principal. One of the service men was planning a canvass on a selected list "What's of prospective clients. the use of spending so much energy in trying to land new accounts," said the principal, "when here's Blank willing to spend any amount provided we can show erfective ways of advertising?"

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"We pick our tomatoes at sunrise," runs the soup advertisement, when the dew is standing on them, flashing among the vines. The fruit at that hour is cold and firm and the juice glistens."

About the only way for a competitor to beat this would be to gather his tomatoes under the full moon while the mocking-bird makes melody in the old orchard. The early-morning, sparkling-dew style of description surely is graphic, and if the apartment housewife, who is likely to be somewhat short on knowledge of tomato growing, picking and packing takes it all as the truth nothing is left to be desired. But as an agency has well set forth, it is the duty of an advertisement to first be seen, then read and then believed, most important of all, to be believed. There is some danger, if descriptions are too idealistic, that they will not be be-lieved. The wise ad writer will avoid statements, even when literally true, which are so extraordinary that many people will regard them with skepticism.

The conclusion may be fallacious if it is arrived at by considering only a few cases. One salesman runs across a dealer who throws into his big stove all inquiries that are referred to him. It is natural to jump to the conclusion that this is the way dealers generally are handling the inquiries. But this dealer may represent the maximum of indiffer-

Find any letter of any year at any moment. There is no reason why your 1912 letters should not be as easily and quickly findable as those in your current files. The proper "Y and E" transfer method makes this certain.

In our book, "How to Transfer Papers and Records," you will find among the "Y and E" transfer methods the one best suited to your business.

Write for the book NOW

Costs you nothing when requested on your business letterhead.

YAWMANAND FRBE M FG. CO. 1144 St. Paul St., Rochester, N. Y.

Branch stores in New York, Boston, Philadelphia, Washington, Chicago, Cleveland, Buffalo, Pittaburgh, Newark, N., J., Kanase City, San Franciaco, Oakland, and Loz Angeles. Agents and Bealers in all cities. Look us up. In Canada, The Office Specialty Mig. Co., Ltd., Toronto.

"Leaders of the World" in Filing Systems and Business Equipment



Supplies

for all kinds of records We make Filing Systems for All Purposes

AD-TIP

No. 9 The national advertiser who uses the columns of The Journal has a dependable arm on his organization in the city of Elizabeth.

ganization in the city of Elizabeth.
We are always ready to render to
our advertisers any service that a newspaper can legitimately offer, such as
getting window displays installed, advertising matter distributed to dealers,
taking up demonstrator's work, etc. We
do these things willingly and effectively.

Elizabeth Baily Journal

Population 80,000

F. R. NORTHRUP, Special Representative 225 Fifth Ave., N. Y. Advertising Bldg., Chicago, Ill.



Your Loose Copies of PRINTERS' INK

will be much easier to handle if you keep them in binders. Also, they won't get dusty and dirty and they won't be lost.

Printers' Ink Binders
65c Each Post-paid

Printers' Ink Pub. Co.
12 WEST 31st STREET
NEW YORK

ence. He may be at one end of the pendulum. Find out what one hundred of the dealers do with your inquiries and your dealer advertising matter before arriving at your conclusion.

There's all the difference in the world in the way dealers look on advertising helps. Let a dealer get the idea that the stuff is something you want to get him to send out, and he is unenthusiastic. Put it up to him in the light that the plan is something new you have worked up to help him—something that you send out only where it is believed in and wanted—and you will likely gain his interest.

One advertising man says that, rather to his surprise, he seems to get much better results from a personal letter that explains the use of the dealer matter than where salesmen present the plan. Few of his company's salesmen seem able to present the use of the advertising matter skilfully. Besides, there is something gained, he thinks, when a dealer goes so far as to commit himself in writing and actually to ask for certain advertising matter.

Austen Bolam, of the B. F. Goodrich Co., Akron, Ohio, writes very suggestively to the Schoolmaster as follows:

"Recently I wanted some small leather pocket sample-cases, and wrote for prices to perhaps a dozen firms, the names of which I selected from a trade journal Not all of these even took the trouble to reply, but I got seven responses in all.

"One 'didn't make that class of goods.' Neither did it think it worth while to say what it did make, so I shall remain in permanent ignorance of what its business really is. Of course, I might never want to buy its goods, but one cannot tell what may eventuate. Anyway, if it doesn't care, I don't suppose I need worry very much. Of the six which replied, two quoted prices, but no samples. Three sent small torn-off scraps of material, and only one went so

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"Where did I place the order? "Now, I know some firms will say they spend thousands of dollars yearly in samples, without getting results. This may or may not be. At any rate, ten to one, it is not the fault of the sample. Price or other conditions may affect the placing of the order, but everything else being equal, it seems a self-evident proposition that a good sample must do its own talking.

"A salesman without samples would be merely an expense account, and if twenty-five or fifty cents spent in this direction will influence an order amounting to perhaps hundreds of dollars, the problem would seem to be simple.

The psychological effect on the prospect is of itself worth consid-In this particular instance the sample reached me a full day before the quotations, yet I hung up the whole business, and had even dictated a letter to the manufacturers asking their price, when their letter reached my hands. And as I remarked on a previous occasion-I am just an ordinary business man.'

Six-Cylinder Encyclopædia

AMERICAN CORK AND SEAL CO.

PHILADELPHIA, Nov. 10, 1913.

I wish to thank you for the good "Live Wire Stuff" that you are getting between the covers of PRINTERS' INK, and I asure you that I find this little journal a regular six-cylinder encyclopedia of good, sound, selling material, and it really is surprising how so much "real meat" can be gotten into such a small compass.

A. K. Trout.

A. K. TROUT, General Sales Manager.

Toronto Ad Firm Changes Name

The Canadian advertising firm of Woods-Norris, Ltd., Toronto, has changed its name to Norris-Patterson, Ltd. No change has been made in the directorate of the organization.

directorate of the organization.

Among the accounts handled by Norris-Patterson, Ltd., are Old Dutch Cleanser, Shredded Wheat, Magic Baking Powder, International Varnishes, Lawrence-Williams Company, Gerhard Heintzman Pianos, Arlington Collars, Gilbey Liquors, Cosgrave Beers, Tip Top Tailors, Evinrude Motors, Upton Jams, Pinchin-Johnson Paints, Steel Trough

& Machine Company, Deacon Shirts and Williams Machinery. The present officers of the company are Chas. C. Norris, president; John P. Patterson, vice-president and general manager; L. McLean, secretary-treas-



"THE COUNTRY'S FOREMOST MEDICAL JOURNALS"

Americas Journal of Cinical Medicine, Chicago, Ili,
Americas Medicine - New York
Americas Medicine - New York
Interstate Medical Journal - St. Louis, Mo.
Medical Council - Philadelphile, Pa.
Therapeutic Gasette - Detroit, Mich.

Therapeutic Gazette

ASSOCIATED MED. PUBLISHERS
S. D. CLOUDE, Secly, Ravenswood Sta., Chicago, Ill.
A. D. McTronz, Eastern Representative,
S. Section States of Pith Avenue, New York.

\$50 FOR NEW IDEAS IN PAINT ADVERTISING

We want new ideas in Paint and Varnish Advertising; it may be a rough pencil sketch illustrating a point—or a headline that makes 'em stop—or a paragraph that says headline that makes 'em stop-or a pa something in a way they can't forget.

We will give \$25.00 for the best idea and \$5.00 each for the next five best, as well as a useful souvenir to each

If desired we'll send some of our present literature and copy of our House Organ, but remember we want something—NEW. Contest closes Dec. Is, and all ideas will be judged by the Advertising Manager according to their selling value, when used as advertising, by The Martin-Senour Company in the Canadian Field.

Address: ADVERTISING DEPT. THE MARTIN-SENOUR CO. (Limited) MONTREAL, QUE.

Lincoln Freie Presse

German Weekly LINCOLN, NEBRASKA

Has the largest circulation of any news-paper printed in the German language on this continent—no exceptions.

CIRCULATION 125,667

"Make 'em Laugh

make 'em weep, but for God's sake don't make 'em think." If those are your sentiments, ART won't interest you. On the other hand—well, a copy's yours for the asking. 384 S. Michigan Ave., Chicago. Room 10.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday,

ADVERTISING AGENTS

A LBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

Newspaper Classified

Carefully placed at publishers' lowest rates. Proof of insertion guaranteed or your money back. Write for select lists or send your list and ad for quotation. Agencies not handling Classified should write for our proposition, Bulletin "Advantageous Advertising" free on request.

Classified Dept.

THE ARKENBERG-MACHEN CO.
233-5 Nasby Building Toledo, Ohio

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in THE BLACK DIAMOND, for twenty-five years the coaltrade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

RUSINESS OPPORTUNITIES

A WISK man buys on a falling market. We have several good publishing propositions at attractive prices—from \$5,000 up—with easy terms to responsible men. HARRIS-DIBBLE CO., 71 West 22d Street, New York City.

Printing Business

(Herald Square)

Present owner a business getter controlling about \$25,000 worth of business and could double this amount by the co-operation of financial backer with \$5000; or merging plant with another of A1 reputation with a view to forming a corporation. Address Box N-333, care of Printers' Ink.

COIN CARDS

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Profit and Increased Circulation

WINTHROP COIN CARDS

Write us for particulars
THE WINTHROP PRESS, 141 East 25th St.,
New York City: General Printers and Binders

COPY WRITERS

LETTERS, booklets, etc., that bring results—that's the kind we write. Forceful, effective work. Low Rates. Send requirements. AD. WIDDER, 151 Broadway, Brooklyn, N. Y.

DRAWINGS.

Your Ad Illustrations,

Cartoons or Decorative Art Work should contain snappy and sound execution. Deal direct with the arrist and get results. Send for sample proofs. R. J. BIEGER; 2016 Allen Avenue, St. Louis, Mo.

FOR SALE

FOR SALE I. C. S. GENERAL ILLUSTRATING COURSE covering every branch of advertising. Box L-105, care of Printers' Ink.

HELP WANTED

The Position as Advertising Manager

of a large concerp is open to the man who can prove to us that he can keep up with a live organization and who has good sound advertising ideas. We want a man who is not "full grown" but still growing. Kindly give all details with sample of work. Box N-336, care of Printers' Ink.

I WANT LIVE REPRESENTATIVES who know the premium circulation field; men who have handled subscription campaigns for newspapers preferred. Write, stating qualifications, age, experience, etc. I have an excellent proposition for any man who has a wide acquaintance among circulation managers. Address, Box 330-N, care of Printers' Ink, 12 West 31st Street, New York City.

MAILING LISTS

MAILING Directories - 50,000 Druggists, 101; 20,000 leading Grocers, 210; 40,000 Hardware and Sporting Goods Dealers, 210; 20,000 Shoe Dealers and Manufacturers, 25; 71,000 Real Estate Agents, 27,50; 14,000 Physicians, 210.80. Hundreds of other trade directories. Catalog free. National Trade Directory Publishers, Dept. A, 1000 N. Grand Ave., St. Louis, Mo.

WITHURY, I. A WEOUR

Advertising Chewing Gum

Makes itching little ad—novel—your ad on every stick. Gum the finest, guaranteed under Pure Food Act. We manufacture all flavors. Salemen get "in" quick with this ad—gift. Just the thing for conventions, etc. Write to-day for samples and prices. HELMET GUM FACTORY, "Ad Dept.," Cincinnati.

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MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of PRINTERS' INK a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. PRINTERS' INK PUBLISHING CO.. 12 W. 31st St., New York City.

OUTDOOR ADVERTISING



Independent Outdoor Painted Display Service, all railroads; Interurban and Automobile lines entering Chicago since 1900. BALL BROS., 25 N. Dearborn St., Chicago, Ill.

POSITIONS WANTED

AD WRITER; produces effective copy. Experienced in layouts; typography. Can show samples of work. Is also capable stenographer. Now employed, Seeks larger field. \$1600. Box N-331, care Printers' Ink.

REAL ABILITY to analyze proposition and feature the buying points; three years' experience with technical journal and advertising company. College graduate, 28, married. Start at 335. Box N-334, care of Printers' Ink.

SOBER MAN of thirty-eight years, emi-mently successful as business and advertising manger of paper for fitteen years, desires to make change January 1st. More than doubled business of newspaper in two years. Address Box N-327, pare Printers' Ink.

Do You Want a Man That Can Carry a Message to Garcia? One with a broad commercial experience, both

buying and selling, possessing tact, energy and is a good correspondent. Salary expected, \$3000 to start. Executive, Box 328-N, Printers' Ink.

BUSINESS PROMOTER

Ten years' experience in food products. Six years with largest concern in the world. At present employed and making good at \$3000 per year. Is open for a proposition. Box 332-N, care of Printers' Ink.

Clean Cut Man

desires to work for special agency representing A1 list of dailies. Twelve years' experience getting business, six years in advertising field as solicitor. ED., Box N-329, care Printers' Ink.

A Young Woman Who Can

and has secured direct "Returns" through cor-respondence, wishes to assist in "Mail Order" work of Dept. Store, Agency, Manufacturing Plant, or Publication. Philadelphia preferred. Box 316-M, care of Printers' Ink.

A Young Woman

Pleasing presence, excellent character, a trustworthy and competent stenographer and secretary of general advertising experience, possessed of initiative and tact. My former secretary. I want to procure a good position for her. Advertising Man, Box 335-N, care of Printers' Ink.

Advertising Manager—Would you one who is young in years but has had I: years' experience with large manufacturers of mechanical goods? Thoroughly conversant with all branches of advertising; experience embraces designing, writing strong, convincing copy, preparation of articles, writing and compiling catalogs, circulars, follow-up letters, etc.; have all the technicalities of layouts, type, drawing, engraving, printing, binding and paper, buying; highest references and proof of my ability to produce absolutely distinctive results. Address Box J-271, care of Printers' Ink.

Advertising and Sales

I have had ten years' road experience and ten more as successful sales manand ten more las successful sales manager, etc. I can plan a sellin care and a successful sales manager, etc. I can plan a sellin care a successful sales manager, etc. I can plan a sellin care successful sales successful sales

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU. N 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHER'S REPRESENTATIVE WANTED

Advertising Representation Wanted

in New York and Chicago, for a class monthly with small but superlatively "quality" circulation. This is not a salary proposition. Our sim is to "farm out" the advertising department if we can get the right people to handle it. "ART," 334 S. Michigan Ave., Chicago.

HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS! INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

AT.ARAMA

Birmingham, Ledger, dy. Average for 1912, 28,044. Best advertising medium in Alabama.

ARIZONA

Phoenix, Gazette. Average July, 1913, 6,385. daily. A. A. A. ex. regularly.

CALIFORNIA

Los Angeles, Tribuse. D'y & S'y av. '12, 59,281.
Largest morning circulation in Los Angeles.

CONNECTICUT

New Haven, Busning Register, daily. Aver. for 1912 (sworn) 19,193 daily, 2c.; Sunday, 15,475, 5c. Rew London, Day. Eve. Ave. cir., Sept., 1913, 7,888. Double number of all other local papers. Waterbury, Republican. Examined by A. A. A. regularly. 1912, Daily, 8,130; Sunday, 7,973.

DISTRICT OF COLUMBIA

Washington, Star, Evening and Sunday. Average daily, 1912, 63,804 (@@). Carrier delivery.

ILLINOIS

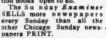
Jollet, Heraid, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 9,269.

Peoria. Buening Star. Circulation for 1912, Daily, 21,591; Sunday, 10,449.





Chicago Brammer, average off, Sunday \$21,417, Daily naid. The Daily 1911, Sunday 225,407, net paid. The Dany 225,407, net paid. The Dany 225,407, net paid. The Dany 225,407, net paid advertising in circulation and advertising corced all the three other Chicago morning papers to cut their price to one cent. Circula-tion books open to all. The Su nday Examiner





INDIANA

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South Bend, Tribune. Sworn average Oct. 1913, 13,232. Best in Northern Indiana.

IOWA

Burlington, Hamb-Bys. Average 1912, dsily, 9,875; Sunday, 10,854. "All paid in advance."

Des Moines, Register & Leader-Evening Trib. une, 1st 6 mos. 1913, 86,871. Sunday Register & Leader, 40,423. 40% larger than any other lows paper. Supreme in want ad field.

Washington, Bre. Yourwal. Only daily in county. 1,975 subscribers. All good people.

Waterloo, Evening Courier, 56th year; Av. dy. 1012, 8,711. Waterioo pop., 20,000.

KENTUCKY

Louisville, Courier-Yournal. Average 1912, daily, 28,066; Sunday, 49,151.

Louisville, The Times, evening daily, average for 1912 net paid 49,632.

LOUISIANA

Hew Orleans, Item, 6 mos. sworn st'ment U.S. P.O. d'y & Sun., Apr. 1 to Sept. 31, net cir. 63,901.

MATNE

Augusta, Kennebec Journal, daily average 1912, 10,908. Largest and best cir. in Cent. Me.

Banger, Commercial. Average for 1912, daily 10.692

Portland, Spening Supress. Net average for 1912, daily 19,028. Sunday Telegram, 12,220

MARYLAND

Baltimers, News, daily. News Publishing Company. Average 1912—Sunday, 56.394; daily, 30,048. For Oct., 1913, 79,791

dy.; 68,617 Sun.
The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Com-pany who will pay one hun-dred dollars to the first person

who successfully controverts its accuracy

MASSACHUSETTS



Average circulation. Boston, Globe Daily (2 cents a copy) 1912, 190,149. Sunday

1912, 322,918. Advertising Totals: 1912, 8,842,811 lines Gain, 1911, 266,450 lines

1.724,621 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertis-The above totals include in kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, Buening Transcript (60). Boston's Roston's

Boston, Daily Post. Oct. circulation averages of The Boston Post: Daily Post, 438,396, Sunday Post, 348,934.

Lynn, Brening Hem. Daily sworn av. 1910, 18,882; 1911, 18.987; 1912, 18,388. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, Evening News. Actual daily average for 1912, 19,188.

Worcester, Gasette, evening. Av. Jan. to Dec., '12, 20,367. The "Home" paper. Larg'st evig circ.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Average circulation 1912, 83,463.

MINNESOTA



The absolute accuracy of Farm, Stack & Home's circulating rating is guaranteed by the Printers' Ink Publishing Company, Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis. Parm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1912, 108, 380.



Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1012, daily Tribune, 100,134; Sunday Tribune, 142,981.

MISSOURI

St. Louis, National Farmer and Stock Grower, Actual average for 1912, 123,483

NEW JERSEY

Camden, Daily Courier. Daily average Oct. 1st, 1912 to Mar. 31, 1913, 10,985,

Camden, Post-Telegram, 10.900 daily average 1012. Camden's oldest daily.

Treaton, Times. Only evening and Sunday. '10, 19,288; '11, 20,115 '12-21,989.

NEW YORK

Albany, Evening Journal. Daily average for 1912, 18,155. It's the leading paper.

Buffale, Courier, morn. Ave., 1912, Sunday, 99,692; daily, 84,496; Enquirer, evening, 37,182.

Buffalo, Evening News. Daily average, ten months, 1913, 103,215.

Gloversville and Johnstown, H. T. The Morning Herald. Daily average for 1912, 6,739.

Schenectady, Gazette, daily. A. N. Liecty. Actual Average for 1912, 22,010. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

Utica, National Electrical Contractor, mo. Average for 1912, 2,666.

NORTH CAROLINA

Winston-Salem, Daily Sentinel (e), av. Sept., '13, 6.838. Semi-Weekly Sentinel, av. Sept., '13, 6,923.

OHIO

Cleveland, Plain Dealer. Est. 1841. Actual average for 1912: Daily, 106,484; Sun., 134,355. For Oct., 1913, 118,857 daily; Sunday, 146,271.

Youngstown, Vindicator. D'y av. '12, 16,971. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA



Erie, Times, daily. Av. cir. 1st 6 mos. 1913, 32,535; 32,464 av., Oct., 1913. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.



Philadelphia. The Press (66) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for one new newspaper. Sworn average circulation of the daily Press for 1912, 87,223; the Sunday Press, 178,888.

Washington, Reporter and Observer, circulation average 1912, 13,060.



West Chester. Local News, daily, W. H. Hodgson. Aver. for 1912, 18,188. In its 41st year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, Times-Leader, eve. net, sworn, average 1st 6 mos. 1913, 19,124.

Tork, Dispatch and Daily. Average for 1912.

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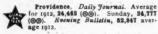
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RHODE ISLAND

Pawtucket, Evening Times. Average circulation for 1912, 21,097-sworn.



Westerly, Daily Sun, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1912, 5,449.

SOUTH CAROLINA

Charleston, Brening Post. Evening. Actual daily average 1912, 8,599.



Columbia, State. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,525. March, 1913, average, daily, 20,450; Sunday, 20.180.

VERMONT

Barre, Times, daily. Only paper in city. Av. 1012, 6,083. Examined by A.A.A.

Burlington, Free Press. Examined by A.A.A. 9,418 net Largest city and state.

VIRGINIA

Danville, 7ke Bee (eve.) Aver. Sept., 1913, 5,318. Oct., 1913, ave., 5,370.

WASHINGTON



advertising carried.

Seattle, The Seattle Times (00) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1912 ctr. of 66,152 daily, 84,544 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. The Times in 1911 beat its nearest competitor by over two million lines in

Tacoma, Ledger. Average year 1912, daily and Sunday, 21,347.

Tacoma, News. Average for year 1912, 20,598.

WISCONSIN

Pond Du Lac, Daily Commonwealth. Average year ending Dec. 31, 1912, 4,083. Established over 40 years ago.

Janesville, Gasette. Daily average, Oct., 1913, daily 6.669; semi-weekly, 1.489.

Racine (Wis.) Journal-News. June, 1913, Average circulation, 7,081.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. Times Journal, daily average, 1912, 4,132.

SASKATCHEWAN, CANADA

Regina, The Leader. Average, 1st 3 mos. 13, 12,208. Largest circulation in Saskatchewan.

ant-Ad Mediums

CONNECTICUT

MERIDEN Morning Record. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times. NEW Haven Register. Leading want ad medium of State. Rate 1c. a word. Av. 12, 19,193.

DISTRICT OF COLUMBIA

THE Brening and Sunday Star, Washington, D. C. (60), carries double the number of Paid Want Ads of any other paper. 1c. a word.

44 NEARLY everybody who reads the English language in, around or about Chicago, reads The Daily News," says the Post-office Review, and that's why The Daily News is Chicago's "want ad" directory.

THE Chicago Bassmers with its \$41,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognised Want Ad Medium of Baltimore.



THE Boston Globs, daily and Sunday, for the year 1911 printed a total of 498,800 paid want ads; a gain of 18,723 over 1910, and 340,566 more than were printed by any other Boston newspaper.



MINNESOTA



THE Minneapolis 7 ribs se,
Daily and Sunday, is the leading want ad medium of the great
Northwest, carrying more paid
want ads than any other daily
newspaper in the Twin Cities.
Printed in 1912 110,179 more individual Want Advertisements
word, cash with the order; or to Cents a line,
where charged. All advertising in the daily
appears in both the morning and evening editions for the one charge.

NEW TORK

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THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads. THE Buffalo Evening News is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

OHID THE Youngstown Vindicator-Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other Greatest circulation.

UTAR

HB Salt Lake Tribuss—Get results—Want Ad Medium for Utah, Idaho and Nevada.

Gold Mark Papers

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign \(\mathbf{O}.\text{-Webster's Dictionary.}\)

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$86.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.

ALABAMA

The Mobile Register (@@). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. Dy. av. 1912, 1,804 (190). Delivered to nearly every home. 63,804 (@@).

ILLINOIS

Bakers' Helper ((), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (66). Actual average circulation for 1912-13, 17,266.

MASSACRITSPERS

Boston, American Wool and Cotton Resorter. Recognized organ of the cotton and woolen industries of America (@@).

Boston Rvening Transcript (66), established 1830. The only gold mark daily in Boston.

Worcester L'Opinion Publique (36). Only French daily among 75,000 French population.

MINNESOTA

The Minneapoits Journal () Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Bagis (@@) is THE advertising medium of Brooklyn.

Dry Goods Economist (GG), the recognized authority of the Dry Goods and Department Store trade.

Hardware Dealers' Magasine (6). Specimen copy mailed on request. 253 Broadway, N. Y.

New York Heraid (@@). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Eventing Post (500). Established 1801. Theonly Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (@@) has the largest cir-culation of any technical paper in the world.

In the Metropolitan District, THE NEW YORK TIMES (@@) has a net paid daily sale MORE THAN FOUR TIMES the next highclass morning newspaper; MORE THAN SIX TIMES the third or fourth high-class morning newspaper, and more than DOUBLE the three COMBINED.

New York Tribune (), daily and Sunday. Daily, now one cent—the best for the least.

The Press (@@) is Philadelphia's Great Home ewspaper. It is on the Roll of Honor and has Newspaper. Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,858.

THE PITTSBURG (00) DISPATCH (00)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND

Providence Journal (66), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The Memphis Commercial-Appeal (66) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over \$2,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The Seattle Times (36) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Svening Wisconsin (30), the only Gold Mark daily in Wisconsin. The home paper that deserves first-consideration when advertising appropriations are being made.

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